

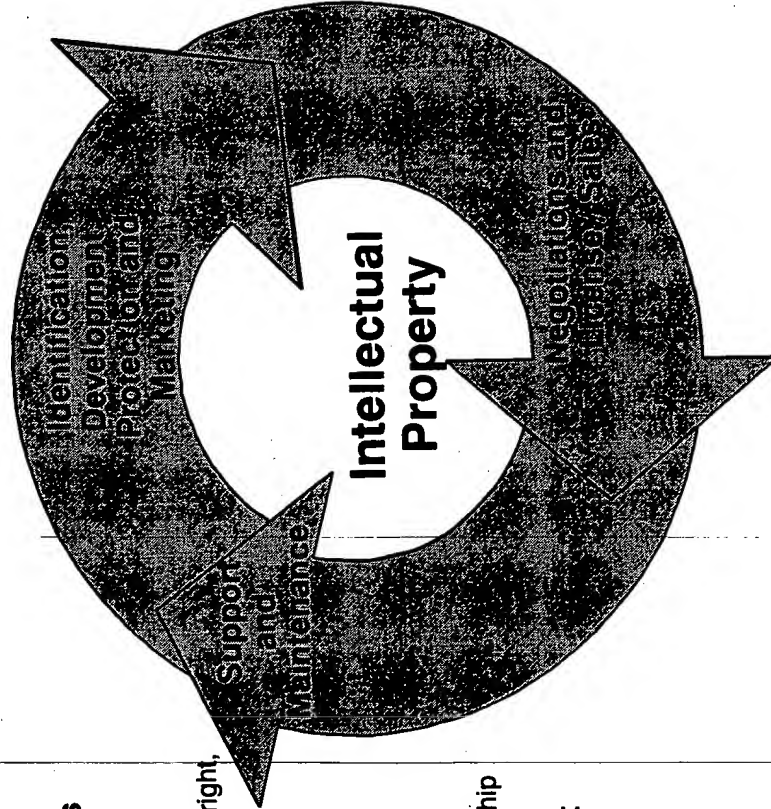
Continuous Intellectual Property Process

I. Identification, Development, Protection and Marketing:

- **Identification:**
 - Identify new intellectual property (inventions, technology, ideas, brands)
 - Identify potential marketing opportunities
- **Development:**
 - Develop inventions, technology, ideas for IP protection
 - Develop marketing sales channels
- **Protection:**
 - Protect IP with patents, copyrights, trade secrets, trademarks
 - Protect with Non-Disclosure Agreements
- **Marketing:**
 - Market & competitive analysis
 - Financial analysis

II. Negotiations and License/Sales:

- IP Negotiations (e.g., with customers, government agencies)
- License / Sales Initiation
 - Contact vendors
 - Contact end users
- Contract development, negotiation and completion



III. Support and Maintenance:

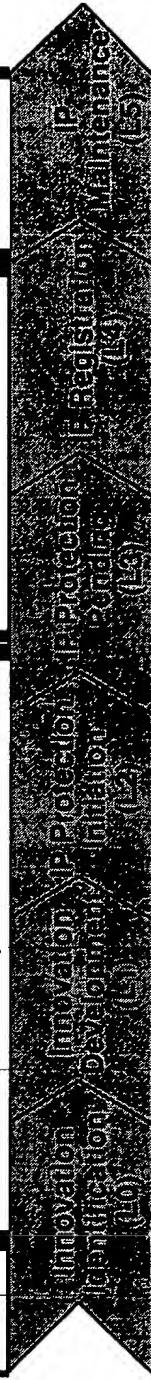
- Internal reward and recognition programs
- IP protection and policing:
 - Patent, trademark, copyright, trade secret, portfolio management
 - Policing IP
- Relationship Management:
 - Internal Entities
 - External Sales Partnership and End Users
- Royalty Management
- Quality Standards Management

FIG. 1

IP Protection Life Cycle

Continuous IP Process:

Support	Identification, Development and Protection	Negotiations and Sales	Maintenance
---------	--------------------------------------------	------------------------	-------------



Effort Spent:	• 1-2 hours/product • 1-2 hours • 3-5 hours • 1-2 hours • 1-5 days	• 1-2 hours • 3-5 hours/patent • 3-5 hours/trademark • 1 hour/copyright • 3-5 months/patent • 18-24 months/patent • 1-5 days/trademark • 6-12 mos/copyright • 2-3 months/copyright • 4-6 months/patent • 22-30 months/patent • 1-3 mos/trademark • 12-18 mos/trademark • 3-4 weeks/copyright	• 3-5 hours/patent • 3-5 hours/trademark • 1-2 hours/patent • 1-2 hours/trademark • 1 hour/copyright • 1-5 days/patent • 1-5 days/trademark • 1-5 days/copyright • 2-2.5 years/patent • 2-2.5 yrs/trademark • 1-3.5 yrs/trademark • 3-4 onths/copyright	• 1-2 hours • 1 day + periodic • 20 years/patent • 5-10 years/trademark • 10 years/copyright
Time Elapsed (per level):	• 1-5 days			
Time Elapsed (total):	• <1 week			

Note: Trade secrets need not be registered, but reasonable steps must be taken to keep secret, including proper markings and use of Non-Disclosure Agreements.

IP Protection Activities:

<ul style="list-style-type: none"> Internal awareness and education Internal relationship building Identify protection opportunities Identify type of protection(s) needed Catalog & qualify opportunities Notification to IP Marketing for marketing IP Protection team member assigned 	<ul style="list-style-type: none"> Further educate innovation generator on information needed for IP protection Assist innovation generator in getting innovation to point for protection with IP Assist IP Marketing with technical understanding Disclosure form received Clearance Searches 	<ul style="list-style-type: none"> Assess disclosure form Notification to IP Protection legal Verify disclosure award received (if any) Follow up with innovation generator and legal Application filed 	<ul style="list-style-type: none"> Verify filing award received (if any) Assist innovation generator with issues relating to using innovation while IP protection pending Follow up with legal regarding status Review written documents from government agency where application filed & assist in response 	<ul style="list-style-type: none"> Assist in notification to innovation generator Assist innovation generator in marking innovation with registration information Assist innovation generator in understanding extent of IP protection Verify registration 	<ul style="list-style-type: none"> Verify issuance award received (if any) Record all relevant IP information Internal follow up IP policing
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

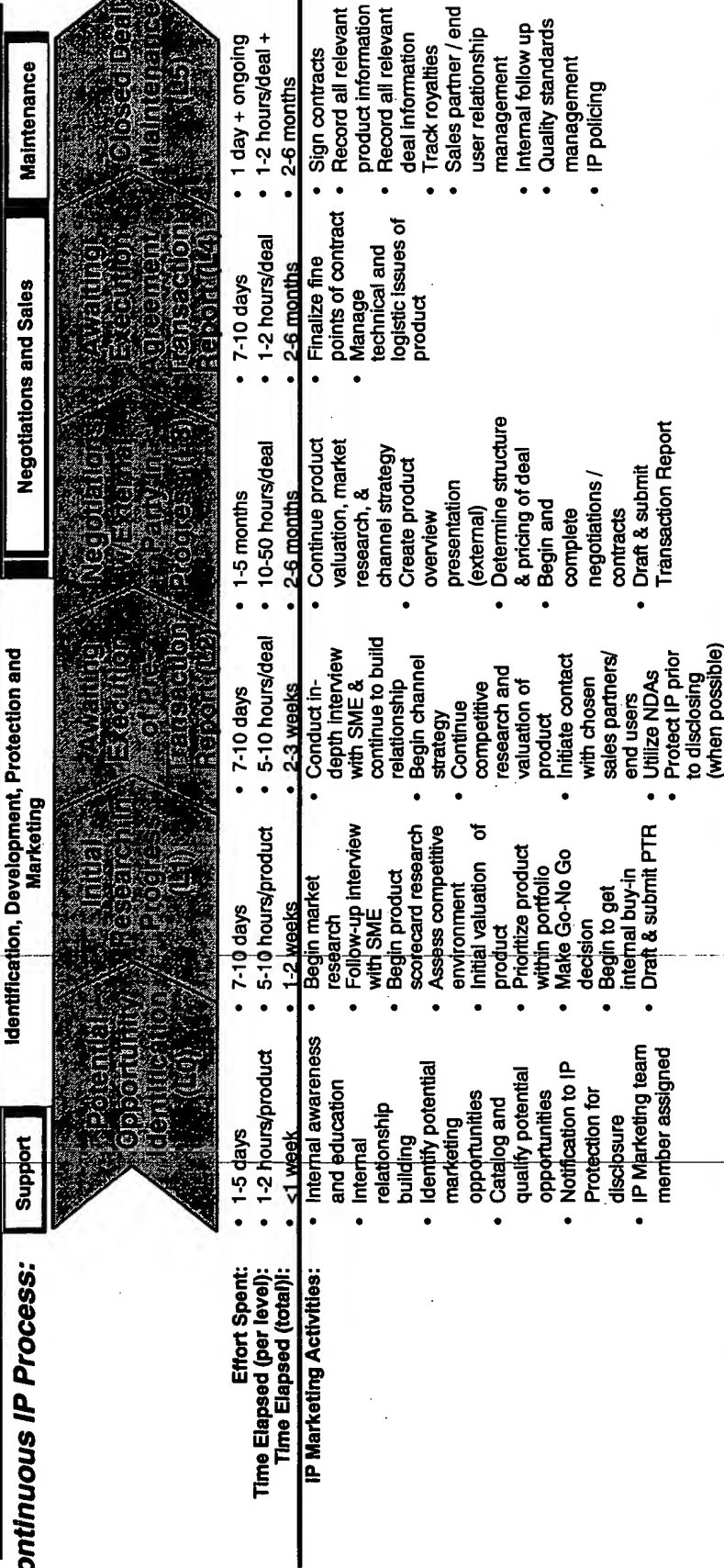
Measures:

<ul style="list-style-type: none"> Innovations identified (#/types) Quality of innovations 	<ul style="list-style-type: none"> # Disclosures Innovation attributes known and cataloged 	<ul style="list-style-type: none"> # Applications filed Quality of applications 	<ul style="list-style-type: none"> Proper innovation usage during IP Pendency 	<ul style="list-style-type: none"> # Registration Proper markings 	<ul style="list-style-type: none"> IP attributes cataloged
--------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------	---------------------------------------------------------------------------

FIG. 2

IP Marketing Life Cycle

Continuous IP Process:



Measures:

- Products identified
- Quality of products
- Product attributes known & cataloged
- PTR for all deals
- Accuracy of valuations
- Terms of deals
- # times contract reworked
- TR for all deals
- Revenues
- % licensed with patent protection
- Deal attributes cataloged

FIG. 3

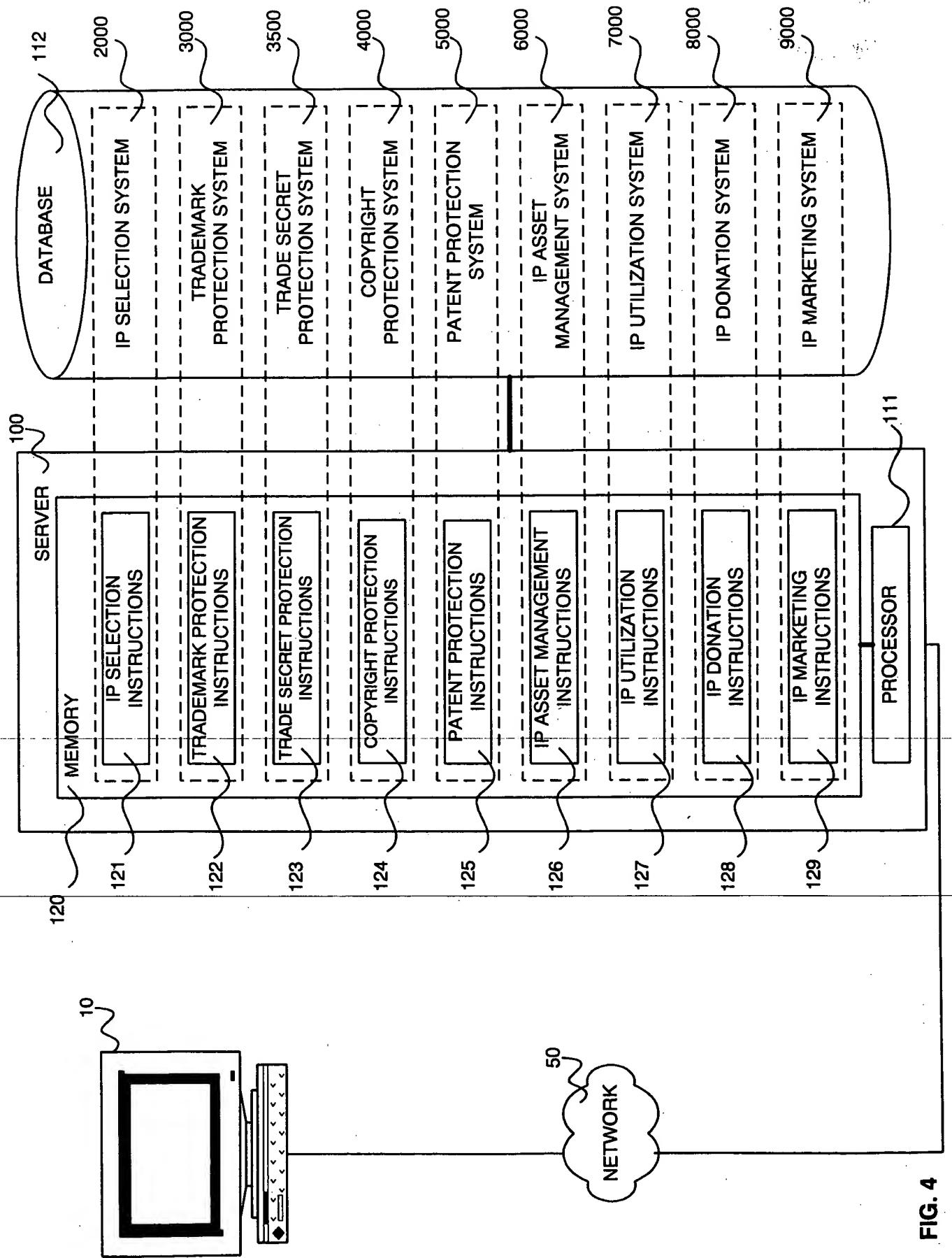


FIG. 4

102050" 10005/60

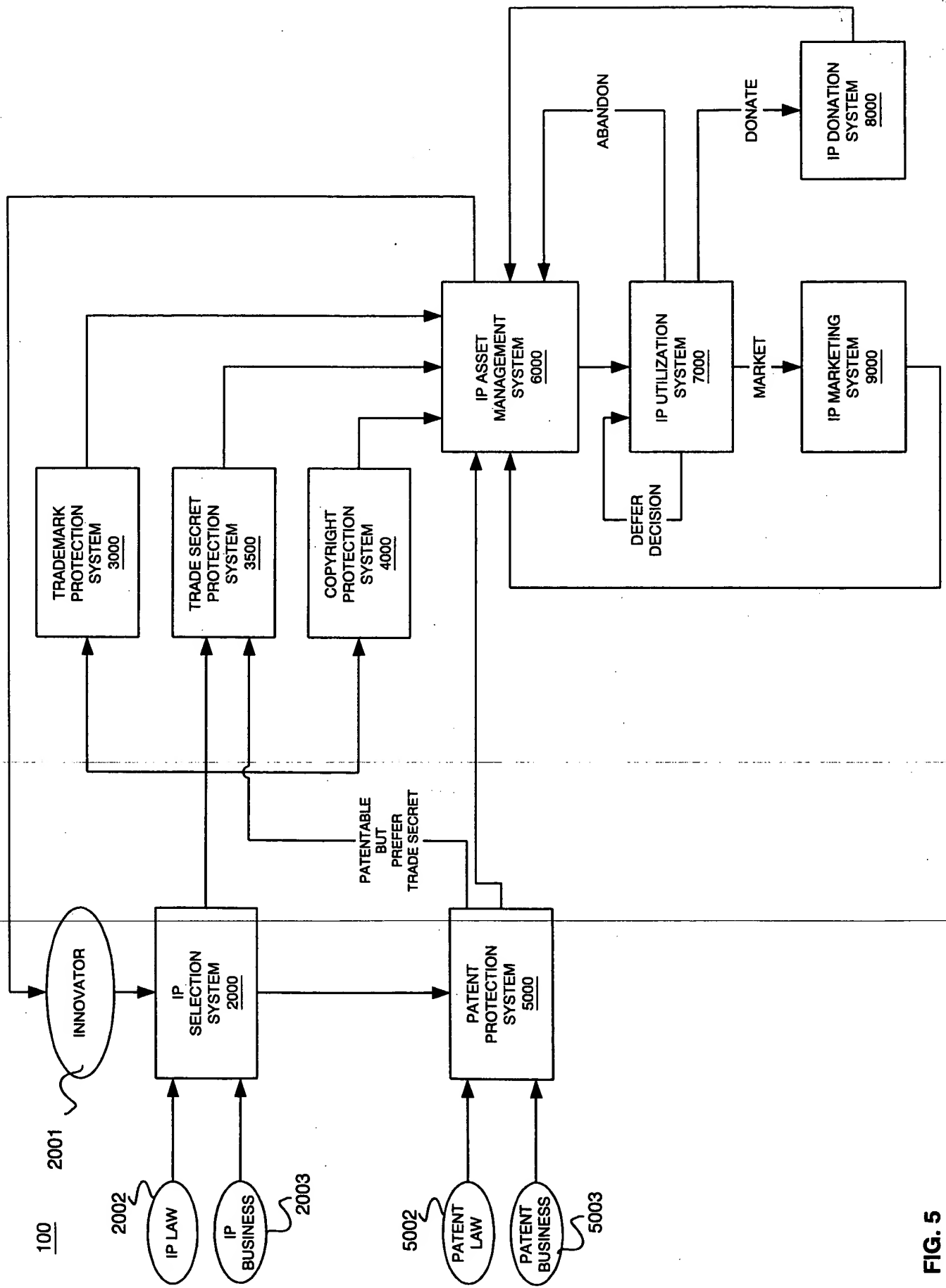


FIG. 5



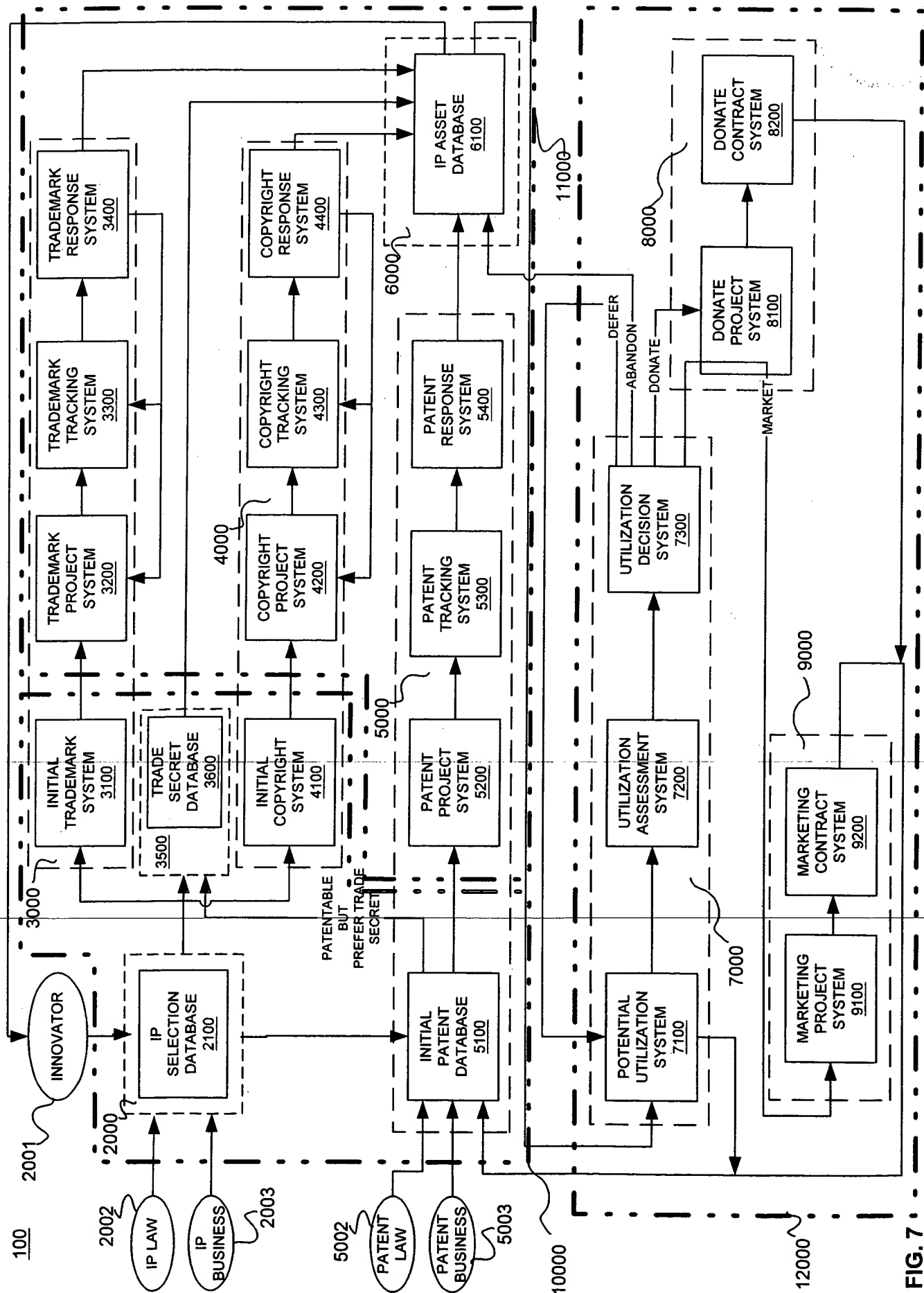


FIG. 7

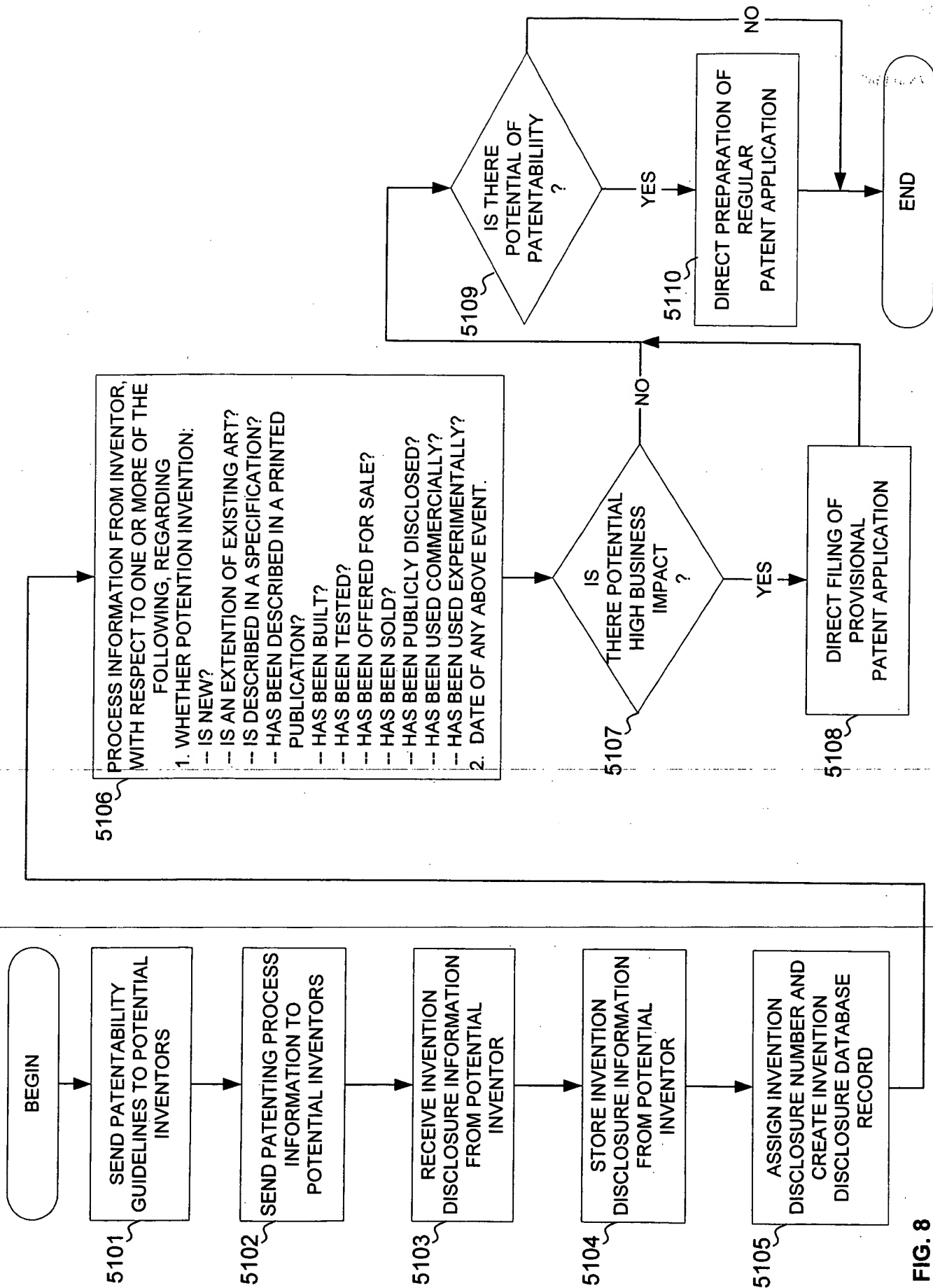


FIG. 8

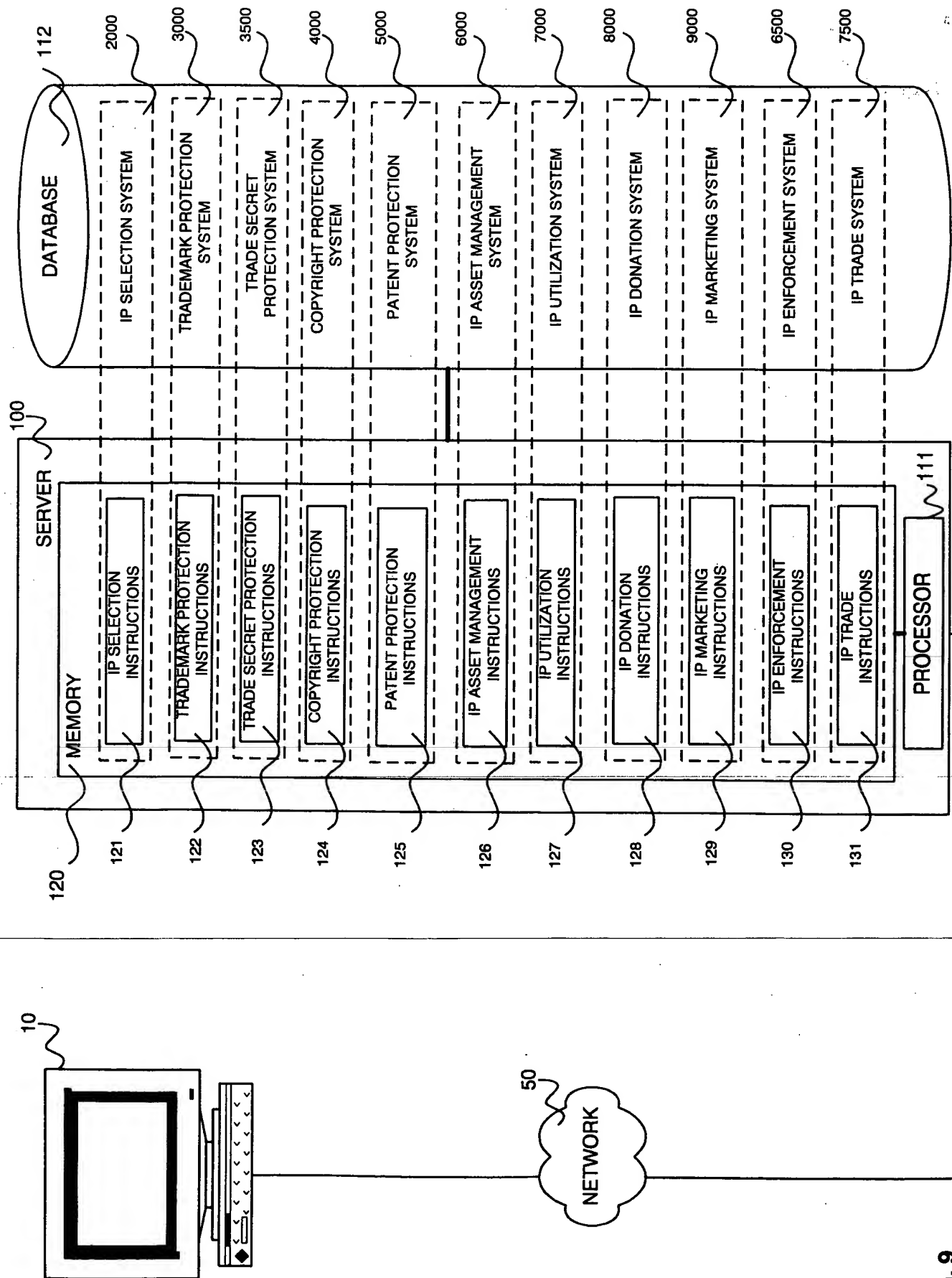


FIG. 9

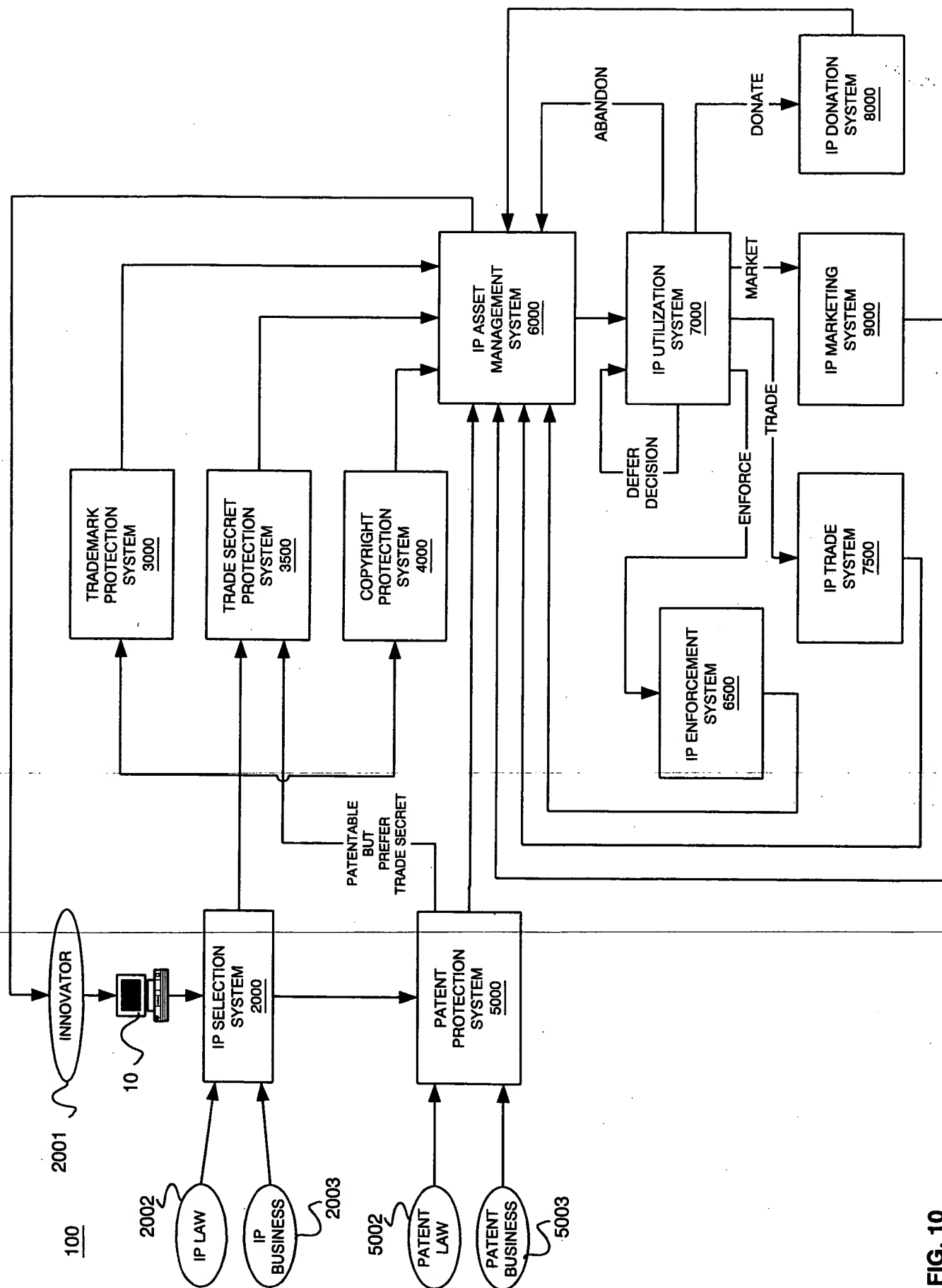


FIG. 10

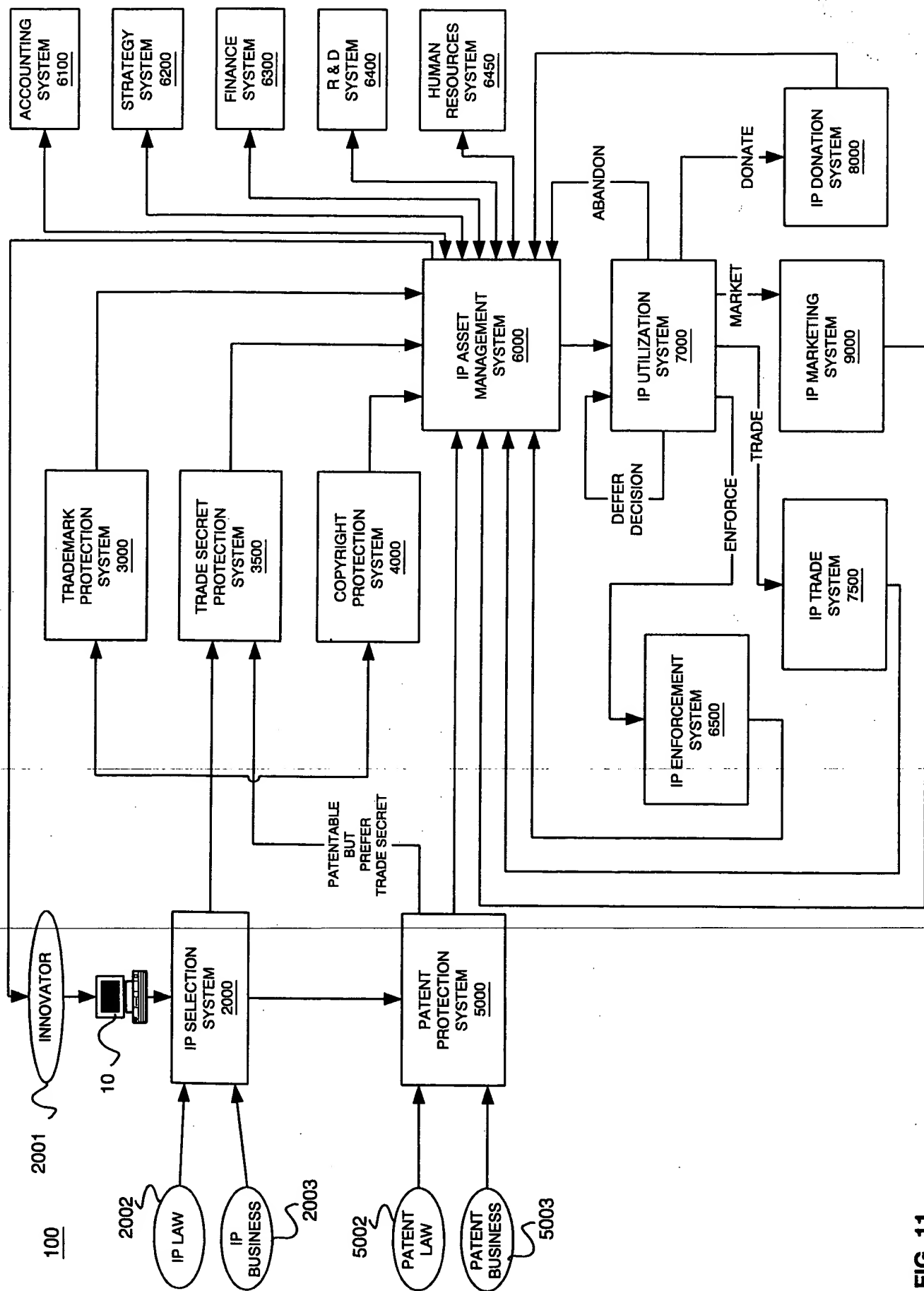


FIG. 11

102050-10005460

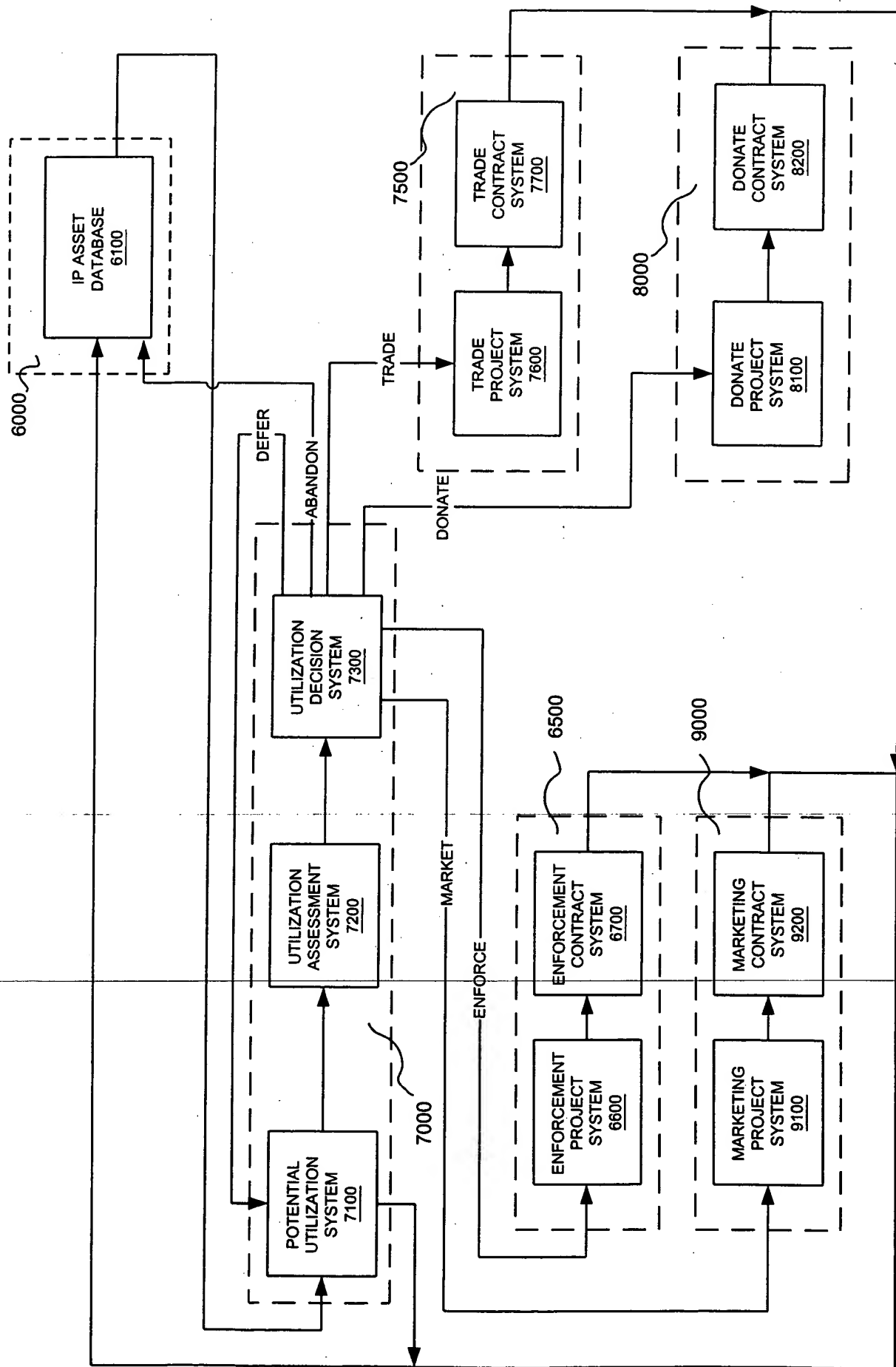


FIG. 12

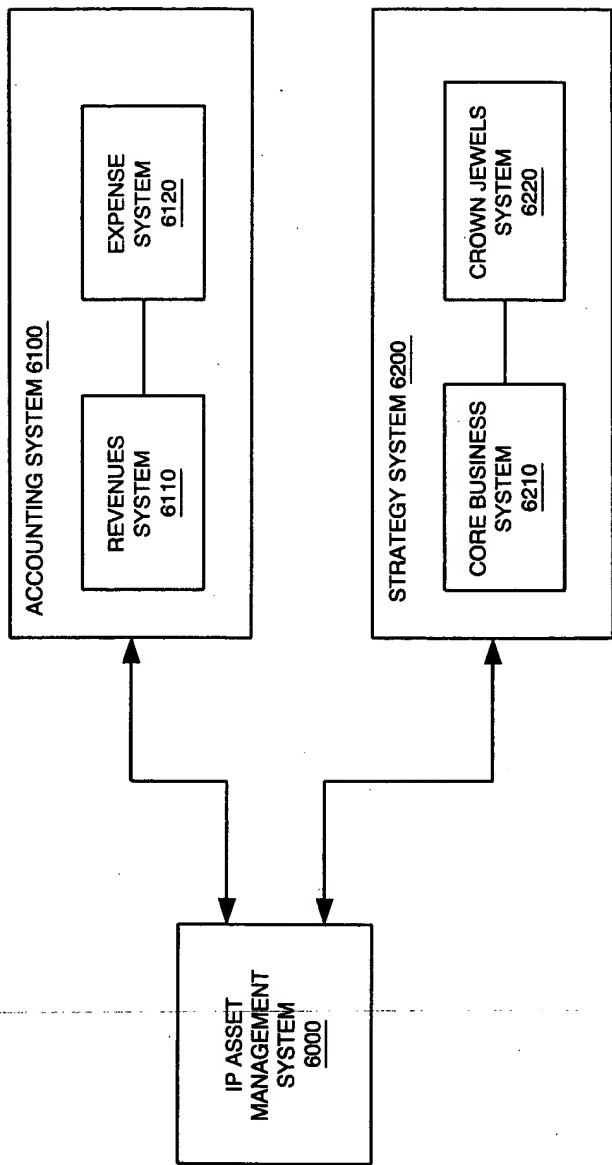


FIG. 13

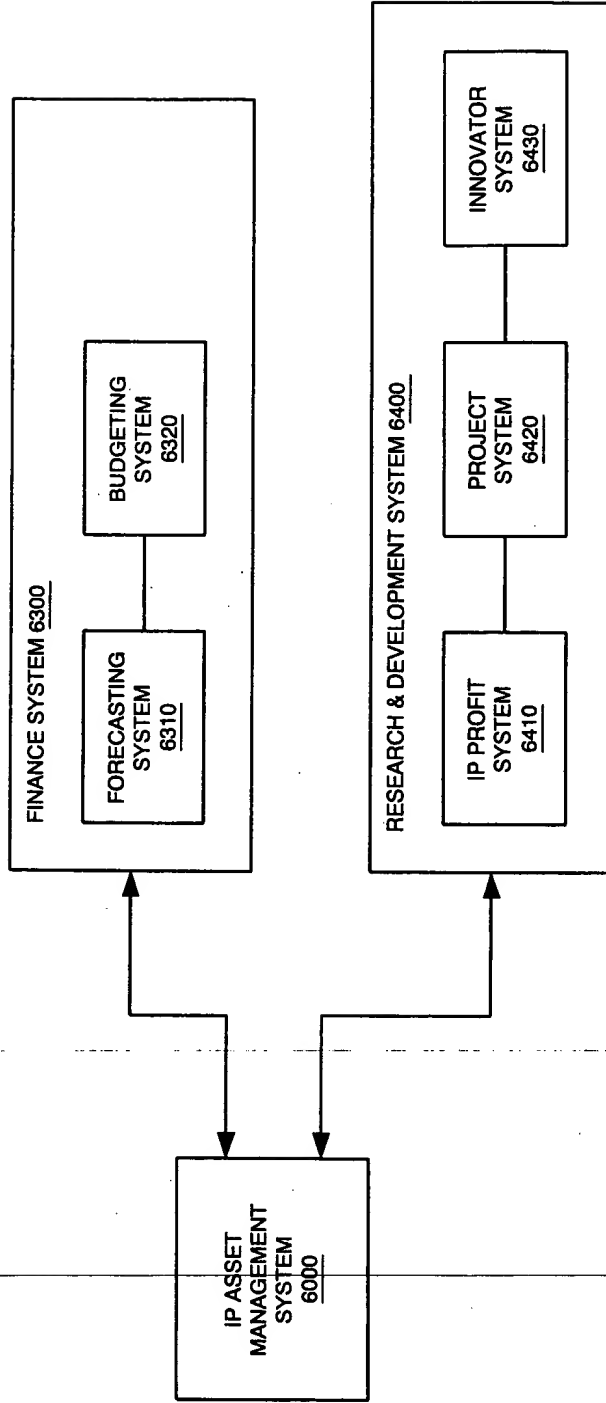


FIG. 14

T02050" T0005/60

	PRODUCT	B/U	LEAD	L1	L2	L3	L4	L5	L6	L7	L8	L9	L10	GOAL	\$	%	
1	PRODA	BUB	X						42					2001	3.5M	0.5	
2	PRODB	BUC	Z										45	4Q 00	1M	0.9	
3	PRODC	BUA	Z				35							4Q 00	3.5M	0.25	
4	PRODD	BUA	Y					35						4Q 00	3.5M+	0.5	
5	PRODE	BUD	X					35						4Q 00	3.5M	0.05	
6	PRODF	BUE	W					35									
7	PRODG	BUD	W		35												
8	PRODH	BUC	X					35						2001	500K		
9	PRODI	BUE	Z						35					2001			
10	PRODJ	BUE	X					40						2001	5M	0.33	
11	PRODK	BUB	W								47			2001	6M	0.9	
12	PRODL	BUD	Y	31X										----	----	----	
13	PRODM	BUB	Y					35									
14	PRODN	BUA	W				38							2001			
15	PRODO	BUC	Y	36X										----	----	----	
				INITIAL RESEARCH	MARKET RESEARCH	PTR RESEARCH	MARKET PLAN	SELL	NEGOTIATE	TR APPROVAL	EXECUTE CONTRACT	SETUP CONTRACT	AUDIT CONTRACT				

FIG. 15

T02050" T0005260

PRODUCT		B/U	LEAD	L1	L2	L3	L4	L5	L6	L7	L8	L9	L10	GOAL	\$	%				
1	PRODF	BUE	W					35												
2	PRODG	BUD	W		35															
3	PRODK	BUB	W								47			2001	6M	0.9				
4	PRODN	BUA	W				38							2001						
5	PRODA	BUB	X						42					2001	3.5M	0.5				
6	PRODE	BUD	X					35						4Q 00	3.5M	0.05				
7	PRODH	BUC	X					35						2001	500K					
8	PRODJ	BUE	X					40						2001	5M	0.33				
9	PRODD	BUA	Y					35						4Q 00	3.5M+	0.5				
10	PRODL	BUD	Y	31X										----	----	----				
11	PRODM	BUB	Y					35												
12	PRODO	BUC	Y	36X										----	----	----				
13	PRODB	BUC	Z										45	4Q 00	1M	0.9				
14	PRODC	BUA	Z				35							4Q 00	3.5M	0.25				
15	PRODI	BUE	Z						35					2001						
				RESEARCH	MARKET	RESEARCH	PTA	APPROVAL	MARKET	PLAN	SELL	NEGOTIATE	TR	APPROVAL	EXECUTE	CONTRACT	SETUP	CONTRACT	AUDIT	CONTRACT

FIG. 16

FO2050*FO005/60

	PRODUCT	B/U	LEAD	L1	L2	L3	L4	L5	L6	L7	L8	L9	L10	GOAL	\$	%
1	PRODB	BUC	Z										45	4Q 00	1M	0.9
2	PRODK	BUB	W								47			2001	6M	0.9
3	PRODA	BUB	X						42					2001	3.5M	0.5
4	PRODI	BUE	Z						35					2001		
5	PRODD	BUA	Y					35						4Q 00	3.5M+	0.5
6	PRODE	BUD	X					35						4Q 00	3.5M	0.05
7	PRODF	BUE	W					35								
8	PRODH	BUC	X					35						2001	500K	
9	PRODM	BUB	Y					35								
10	PRODJ	BUE	X					40						2001	5M	0.33
11	PRODC	BUA	Z				35							4Q 00	3.5M	0.25
12	PRODN	BUA	W				38							2001		
13	PRODG	BUD	W		35											
14	PRODL	BUD	Y	31X										----	----	----
15	PRODO	BUC	Y	36X										----	----	----
				INITIAL RESEARCH	MARKET RESEARCH	PTR	MARKET APPROVAL	MARKET PLAN	SELL	NEGOTIATE	TR	APPROVAL	EXECUTE CONTRACT	SETUP CONTRACT	AUDIT CONTRACT	

FIG. 17

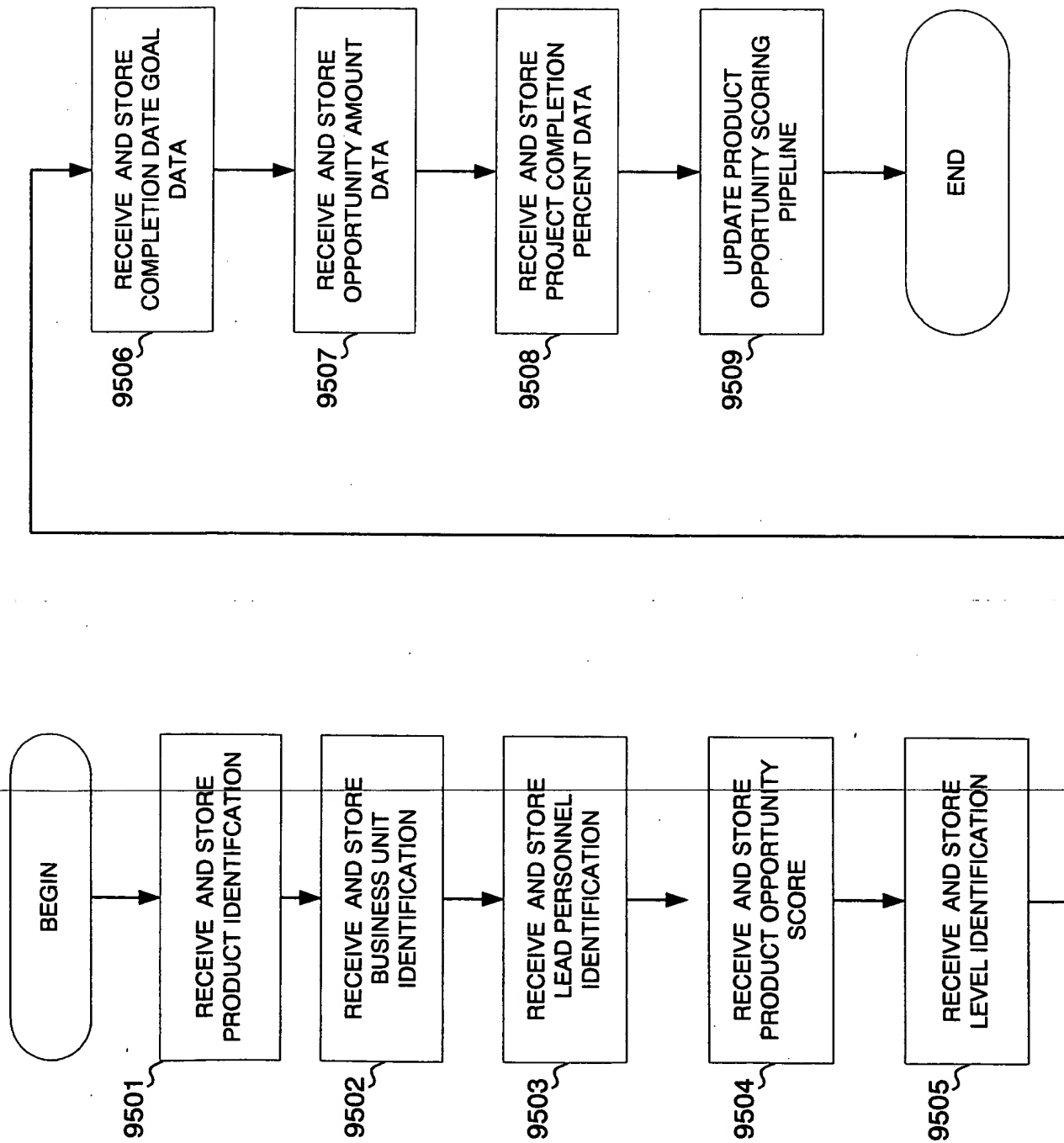


FIG. 18

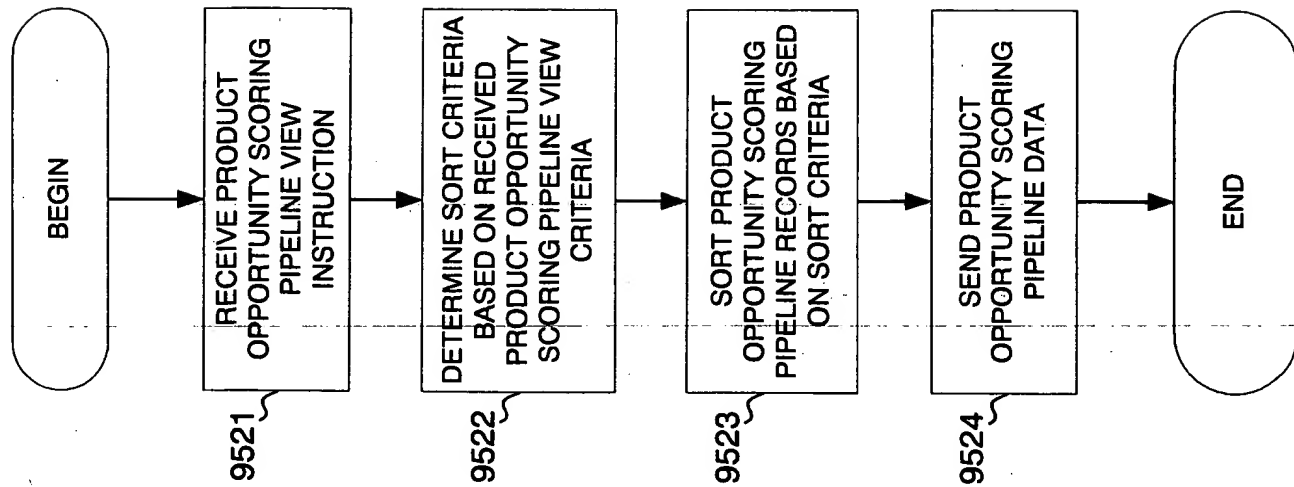


FIG. 19

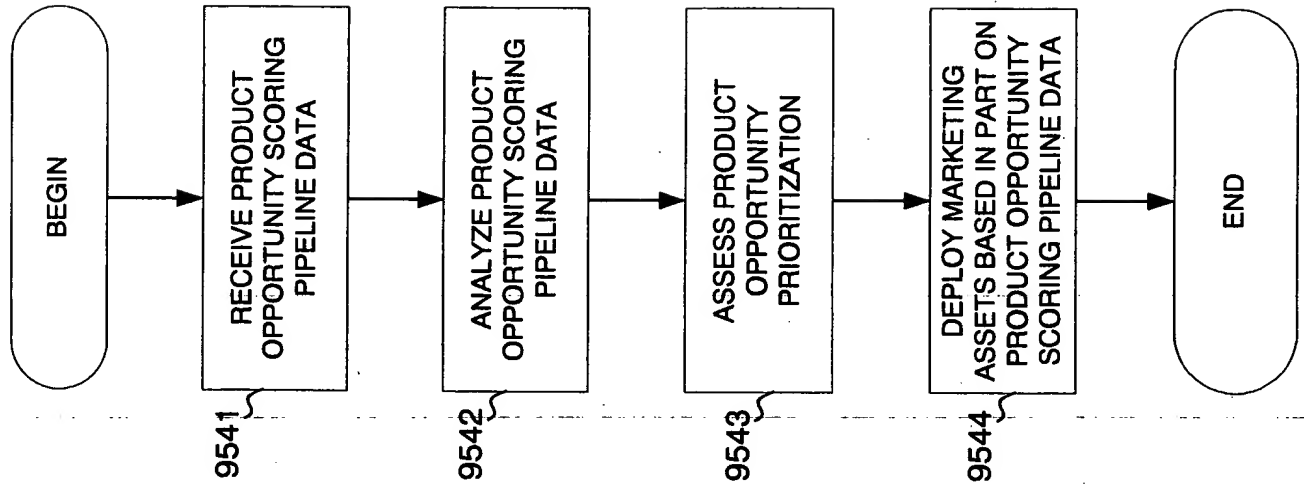


FIG. 20

09750001-050201

Intellectual Property Development, Marketing and Maintenance Database System		
IP Marketing Database - Tables		
Table		Description
Companies		Table of companies
Marketing Opps		Table of IP marketing opportunities
IP Marketing Database - Companies Table		
Field Name	Data Type	Description
Formal Name	Text	Mailstop
IP Marketing Database - Marketing Opps Table		
Field Name	Data Type	Description
Opp #	AutoNumber	
Status	Text	
Estimated Mktg Date	Date/Time	
Product/Project Name	Text	
Product Group	Text	
Product Type	Text	
Type of IP Involved	Text	
BellSouth Entity	Text	
BellSouth Contacts	Memo	
BIPMAN Contact1	Text	
BIPMAN Contact2	Text	
BIPMAN Contact3	Text	
BIPMAN Contact4	Text	
Mktg Participant Name	Text	
Mktg Participant Address1	Text	
Mktg Participant Address2	Text	
Mktg Participant City, State,	Text	
Mktg Participant Contacts	Memo	
Mktg Participant Type	Text	
Deal Size	Text	
Estimated Deal Range	Text	
Estimated Deal Value	Text	
Priority	Text	
Description of Opportunity	Memo	
Background of Deal	Memo	
Financial Analysis	Memo	
Competitive Analysis	Memo	
Status of Deal	Memo	
Anticipated Timelines	Memo	
Pre-Trans Approval Person	Text	
Pre-Trans BellSouth Co	Text	
Title of Pre-Trans Approver	Text	
Date Pre-Trans Approved	Date/Time	
Final Bus Approval Person	Text	
Final Bus Approver's BellSouth	Text	
Title of Final Bus Approver	Text	
Date Final Bus Approved	Date/Time	
Final Legal Approval Person	Text	
Final legal Approver's BellSouth	Text	
Title of Legal Bus Approver	Text	

FIG. 21

09750001-050201

Date Legal Bus Approved	Date/Time	
Follow-Up Date	Date/Time	
Follow-Up Needed	Memo	
Patent Status	Text	
IT Platform	Memo	
Level 1 Date	Date/Time	
Level 2 Date	Date/Time	
Level 3 Date	Date/Time	
Level 4 Date	Date/Time	
Level 5 Date	Date/Time	
Sub-entity	Text	
Top25	Yes/No	
IP Marketing Database - Queries		
Queries		Description
CoAlphaSort		
Level 0 WIP Report		
Level 1 WIP Report		
Level 2 WIP Report		
Level 3 WIP Report		
Level 4 WIP Report		
Level 5 WIP Report		
Marketing Opps Query		
Most Recent New Deals		
Opportunity Summaries - Specify 1 Entity Only		
Report by Entity-Specify 1 Entity Only		
Top 25 Report		
IP Marketing Database - Forms		
Forms		Description
Marketing Opps		
IP Marketing Database - Reports		
Reports		Description
Deal Overview by Vendor		
Level 0 WIP Report		
Level 1 WIP Report		
Level 2 WIP Report		
Level 3 WIP Report		
Level 4 WIP Report		
Level 5 WIP Report		
Most Recent New Deals		
Opportunity Summaries - ALL		
Opportunity Summaries - Specify 1 Entity Only		
Report by Entity - All		
Report by Entity-Specify 1 Entity Only		
Sales Funnel by Status		
Sales Funnel Tracking by Date		
Top Deals Report		

FIG. 22

09750001-050201

Contract Tracking Database - Tables		
Tables		Description
Agreement Types		
Companies		
Contracts Listing		
Contract Tracking Database - Agreement Types Table		
Field Name	Data Type	Description
ID	AutoNumber	
Agreement Type	Text	
Description	Memo	
Contract Tracking Database - Companies Table		
Field Name	Data Type	Description
ID	AutoNumber	
Field1	Text	Company names
Contract Tracking Database - Contracts Listing Table		
Field Name	Data Type	Description
ID	AutoNumber	
First Pary	Text	
Second Party	Text	
Third Party	Text	
Effective Date	Date/Time	
Termination or Renewal Date	Date/Time	
Termination/Renewal Terms	Memo	
Confidentiality Period?	Text	
Executed Copy on File?	Text	
Location of Original	Text	
Additional Comments	Memo	
Agreement Type	Text	
Executed Contract Image	Hyperlink	Link to scanned image of signed original agreement
Other Document Image	Hyperlink	Link to scanned image of signed original agreement
Transaction Report Image	Hyperlink	Link to scanned image of signed original agreement
Affiliate Involved	Text	
Transaction Type	Text	
Types of IP Involved	Text	
Frequency of Payment	Text	
Payment/Royalty Due Date	Date/Time	
Additional Payment Terms	Text	
Amount Due	Text	
1999 YTD Payments	Currency	
2000 YTD Payments	Currency	
2001 YTD Payments	Currency	
2002 YTD Payments	Currency	
2003 YTD Payments	Currency	
IPTYPE 1	Text	
IPTYPE 2	Text	
IPTYPE 3	Text	
IPTYPE 4	Text	
IPTYPE 5	Text	
Project Name	Text	

FIG. 23

09750001-050201

Contract Tracking Database - Queries		
Queries		Description
Company Alpha Order		
Unexecuted Agreements		
Contract Tracking Database - Forms		
Forms		Description
Contracts Listing		
Contract Tracking Database - Reports		
Reports		Description
Unexecuted Agreements		

FIG. 24

09750001-050201

Innovation Awards Database - Tables		
Tables		Description
Awards		
Company Addresses		
ESP Coordinators		
IP Coordinators		
Innovation Awards Database - Awards Table		
Field Name	Data Type	Description
Key #	AutoNumber	Unique Key
Award #	Text	Award ID#
LegalCaseNo	Text	Legal Dept. Case No.
Greeting	Text	Mr., Ms., Dr. etc.
FullName	Text	Recipient's Full Name
CompanyName	Text	Company Name
BusAdr1	Text	Mailstop
BusAdr2	Text	Street Address
City	Text	City
State	Text	State
ZipCode	Text	Zip
Phone#	Text	Business Phone
FAX#	Text	Business FAX
IP ID#	Text	Name of IP Coordinator
SupvGreetings	Text	Mr., Ms., Dr. etc.
SupervisorName	Text	Supervisor's Name
SupvBusAdr1	Text	Supervisor's Mailstop
SupvBusAdr2	Text	Supervisor's Street Address
SupvCity	Text	Supervisor's City
SupvState	Text	Supervisor's State
SupvZipCode	Text	Supervisor's Zip
DHGreeting	Text	Mr., Ms., Dr. etc.
DeptHead	Text	Name of Department Head
DHBusAdr1	Text	Department Head Mailstop
DHBusAdr2	Text	Department Head Street Address
DGCity	Text	Department Head City
DHState	Text	Department Head State
DHZipCode	Text	Department Head Zip
Disclosure Received by Legal	Text	Date Disclosure Received by Legal
Disclosure Received by BIPMAN	Text	Date Disclosure Received by BIPMAN
Letter & Gift Sent to Inventor	Date/Time	Date Letter & Gift Sent to Inventor
Date Application Filed	Date/Time	Date Application Filed
Date BIPMAN Notified of Filing	Date/Time	Date BIPMAN Notified by Legal
Filing Award Request sent to IPC	Date/Time	Coordinator
Filing Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Filing Award Recognized at Luncheon	Date/Time	Banquet
Date Application Issued	Date/Time	Date Application Issued
US Patent Number	Text	US Patent Number
Date BIPMAN Notified of Filing	Date/Time	Date BIPMAN Notified by Legal
Issuance Award Request sent to IPC	Date/Time	Coordinator
Iss Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Iss Award Recognized at Luncheon	Date/Time	Banquet
Date 5th Patent Issued	Date/Time	Date Application Issued
US Patent Numbers	Text	US PATENT Numbers for 5 Issued Patents

FIG. 25

09750001 "050201

Date BIPMAN Notified of Inv Ach Awd	Date/Time	Date BIPMAN Notified by Legal
Inv Ach Award Request sent to IPC	Date/Time	Coordinator
Inv Ach Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Inv Ach Award Recongnized at Luncheon	Date/Time	Banquet
Date General Award Appl Rec'd	Date/Time	Date Application Filed
General Award Request sent to IPC	Date/Time	Coordinator
General Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
General Award Recognized at Luncheon	Date/Time	Banquet
Date Article Published	Date/Time	Date Application Filed
Date BIPMAN Notified of Publication	Date/Time	Date BIPMAN Notified by Legal
Rec'd Request for Release Form	Date/Time	Req. for Release Form Rec'd
Publication Award Request sent to IPC	Date/Time	Coordinator
Confirmation of Payment Red'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Publ Award Recoongized at Luncheon	Date/Time	Banquet
General Notes	Memo	Comments
Award Type	Text	Type of Award
Gift Received	Text	Gift Sent to Inventor
Disclosure Title	Memo	Title of Patent Disclosure
Application Title	Memo	Title of Patent Application
Patent Title	Memo	Title of Issued Patent
Publication Title	Memo	Title of Published Article
General Award Title	Memo	Reason for General Award
\$ Amount of General Award	Text	\$ Amount of General Award
BellSouth Employee	Text	Still with BellSouth?
DHTitle	Text	Department Head's Title
BSCC ESP Disclosure	Text	Designates if disclosure was rec'd thru BSCC ESP Program
ESP Coordinator	Text	ESP Coordinator's Name
Innovation Awards Database - Company Addresses Table		
Field Name	Data Type	Description
CompanyName	Text	Company Name
FormalName	Text	Mailstop
BusAdr2	Text	Street Address
City	Text	City
State	Text	State
ZipCode	Text	Zip
Innovation Awards Database - ESP Coordinators Table		
Field Name	Data Type	Description
ESP Coordinators	Text	
Company	Text	
Market	Text	
Department	Text	
State/Region	Text	
Phone	Text	
Fax	Text	
Street Address 1	Text	
Street Address 2	Text	
City	Text	
State	Text	
ZipCode	Number	
Mail Code	Text	

FIG. 26

Innovation Awards Database - IP Coordinators Table		
Field Name	Data Type	Description
IP ID#	Text	IP Coordinator ID#
FullNameIPC	Text	Coordinator's Full Name
Title	Text	Mr., Ms., Dr., etc.
CompanyName	Text	Company Name
BusAdr1	Text	Mailstop
BusAdr2	Text	Street Address
City	Text	City
State	Text	State
ZipCode	Text	Zip
Phone#	Text	Business Phone
FAX#	Text	Business FAX
Innovation Awards Database - Queries		
Queries		Description
Awards Query		
By Date & IPC - Apps Filed		
By Date & IPC - Disclosures Filed		
By Date & IPC - Patents Granted		
By Date & IPC - Apps Filed		
Certificates for Publication Awards		
Certificates for Recipients of Filing Awards		
Certificates for Recipients of Issuance Awards		
Company Order		
DH Mailing Labels - Filing Awards		
DH Mailing Labels - Inv Ach Awards		
DH Mailing Labels - Issuance Awards		
DH Mailing Labels - Publication Awards		
DH of Recipients of Filing Awards		
DH of Recipients of Inventor Ach Awards		
DH of Recipients of Issuance Awards		
DH of Recipients of Publication Awards		
Disclosure Award Letter		
Disclosure Award Letter Query		
Disclosure Gift Check		
General Award		
Inventor Achievement Award		
Inventor Mailing Labels - Filing Awards		
Inventor Mailing Labels - Inv Ach Awards		
Inventor Mailing Labels - Issuance Awards		
Inventor Mailing Labels - Publication Awards		
Issuance Award Winner Check		
Open Filing Awards		
Open General Awards		
Open Inventor Achievement Awards		
Open Issuance Awards		
Open Publications Awards		
Patent Filing Award		
Patent Issuance Award		
Progress Report		
Publications Award		
Recipients of Filing Awards		

FIG. 27

09750001-050201

102050-10005760

Recipients of Inventor Achievement Awards		
Recipients of Issuance Awards		
Recipients of Publication		
Innovation Awards Database - Forms		
Forms		Description
Awards		
Company Addresses		
ESP Coordinators		
IP Coordinators		
Innovation Awards Database - Reports		
Forms		Description
Awards		
By Date and IPC - Apps Filed		
By Date and IPC - Disclosures Filed		
By Date and IPC - Patents Granted		
Copy of Recipients of Issuance Awards - Report for Award Mfg		
DH of Recipients of Filing Awards		
DH of Recipients of Inventor Ach Awards		
DH of Recipients of Issuance Awards		
DH of Recipients of Publications Awards		
Disclosure Award letter		
General Award Form		
Inventor Achievement Award Form - 10 issued		
Inventor Achievement Award Form - 5 issued		
Open Filing Awards		
Open General Awards		
Open Inventor Achievement Awards		
Open Issuance Awards		
Open Publication Awards		
Patent Filing Award Form		
Patent Issuance Award Form		
Progress Report		
Publications Award Form		
Recipients of Filing Awards - Sort by Award #		
Recipients of Filing Awards - Sort by Inventor Name		
Recipients of Inventor Achievement Awards - Sort by Award #		
Recipients of Issuance Awards - Sort by Award #		
Recipients of Issuance Awards - Sort by Inventor Name		
Recipients of Publication Awards - Sort by Award #		
Recipients of Publication Awards - Sort by Inventor Name		
Verification Table		

FIG. 28

09750001-050201

BellSouth Intellectual Property Marketing Database			
Status of Opportunity:	L2 - Awaiting Execution Pre-Transaction		Opportunity No. 1
Date Status Changed To:	L1	L2 12/9/98	L3 L4 L5
Product/Project Name:	TechNet		Deal Size: C = LARGE
Product Group:	Network		Deal Priority: A = LOW
Product Type:	Software		Top Deals Rept? <input type="checkbox"/>
Type of IP Involved:	Proprietary Information		Est. \$\$\$ Range:
Patent Status:	Filed		Deal \$\$\$ Value:
BellSouth Entity:	BellSouth Telecommunications, Inc.	BIPMARK Lead:	CB
Sub-entity Name:	Network	BIPMARK Support 1:	
BellSouth Contacts:	Bill Smith	BIPMARK Support 2:	
		BIPMARK Support 3:	
Marketing Participant:	Andersen Consulting (to BT, SBC)	Participant Type:	Remarketing
Address:			Participant Contacts:
City, State, Zip			
Estimated Availability Date:	1/ 1/99		
Description of Opp. :			
Status of Deal:			
Background of Deal:			
IT Platform:			
Financial Analysis:			
Competitive Analysis:			
Comments for Top Deals Report:			
Next Scheduled Follow-Up Date:	1/15/99		
Follow-Up Actions to be Taken:	Check on status of investigation		

FIG. 29

FO2050-FO005/60

**Deals/Potential Opportunities
Prioritization of Top Deals**

Status	Product/Project Name	Opp #	BellSouth Entity	Patent Status	Company Name	Lead	Support	Est. Value	Deal Size	Priority	Reason/Comments

[L0-Potential Opportunity] [L1-Initial Research in Progress] [L2-Awaiting Exec. Pre-Transaction Report] [L3-Negotiations in Progress] [L4-Awaiting Exec. Agmt/Transaction Report] [L5-Contract Completed/Closed]

Tuesday, December 14, 1999

FIG. 30

PRIVATE/PROPRIETARY

Contains private/proprietary information. May not be used or disclosed outside the BellSouth companies except pursuant to a written agreement.

***BellSouth Intellectual Property Marketing Corporation
Level 1 (Initial Research in Progress) WTP Report***

Date Generated: Tuesday, December 14, 1999

[illegible]

FIG. 31

PRIVATE/PROPRIETARY
Contains private/proprietary information. May not be used or disclosed outside the BellSouth companies except pursuant to a written agreement.

09750001-050201

BELLSOUTH		Intellectual Property Companies Contract Tracking Database	
Agreement Type:			
First Party:			
Second Party:			
Third Party:			
Effective Date:		Termination or Renewal Date:	
Termination or Renewal Terms:			
Confidentiality Period:			
Executed Copy on File?		Location of Original:	
Comments:			
View Executed Contract:			
View Other Document:			
For Remarketing Agreements Only:			
Affiliate Involved:			
Transaction Type:		Project Name:	
Type of IP Involved:			
View Transaction Report:			
Frequency of Payment:			
Payment/Royalty Due Date:		Amount Due:	
Additional Payment Terms:			
YTD Totals:		1999 2000 2001 2002 2003	

FIG. 32

FO2050" FO005/60

Unexecuted Agreements

<u>Agreement Type</u>	<u>First Party</u>	<u>Second Party</u>
-----------------------	--------------------	---------------------

Tuesday, December 14, 1999

Page 1 of 1

FIG. 33

09750001.050201

Award # 099-192		Type Disclosure Award		Case # 09192		Key # 868	
Inventor Information							
Title Mr.		Name [Redacted]		Phone No. [Redacted]			
Ball South Co.		[Redacted]		FAX No. [Redacted]			
Suite [Redacted]		[Redacted]		Still Ball South employee? [Redacted]			
Address [Redacted]		[Redacted]		IP Coordinator ID# [Redacted]			
City [Redacted]		State [Redacted]		Zip [Redacted]			
Inventor's Supervisor				Inventor's Department Head			
Title [Redacted]		Name [Redacted]		Title [Redacted]		Name [Redacted]	
Suite [Redacted]		[Redacted]		Suite [Redacted]		[Redacted]	
Address [Redacted]		[Redacted]		Address [Redacted]		[Redacted]	
City [Redacted]		State [Redacted]		City [Redacted]		State [Redacted]	
Zip [Redacted]				Zip [Redacted]			
Disclosure Award				Filing Award			
Title Sales Information		Storage/Tracking/Notification		Title [Redacted]			
11/11/99		Disclosure Received by Legal		[Redacted]		Date Application Filed	
11/11/99		Disclosure Received by BIPMAN		[Redacted]		Date BIPMAN Notified of Filing	
11/16/99		Letter and Gift Sent to Inventor		[Redacted]		Filing Award Request Sent to IPC	
Gift Sent		Wooden Pen		[Redacted]		Filing Award Payment Conf. Recd	
BSC ESP Program		No		[Redacted]		Filing Award Recognized at Banquet	
Coord. Name [Redacted]							
Issuance Award				Publication Award			
US Patent Number [Redacted]				Title/Patent Name [Redacted]			
Title [Redacted]		[Redacted]		[Redacted]		Date Article Published	
[Redacted]		Date Patent Issued		[Redacted]		Date BIPMAN Notified of Publication	
[Redacted]		Date BIPMAN Notified of Issuance		[Redacted]		Rec'd Request for Release from IPC	
[Redacted]		Issuance Award Request Sent to IPC		[Redacted]		Publication Award Request Sent to IPC	
[Redacted]		Issuance Award Payment Conf. Recd		[Redacted]		Confirmation of Payment Recd	
[Redacted]		Iss. Award Recognized at Banquet		[Redacted]		Publ Award Recognized at Banquet	
Inventor Achievement Award				General Award			
Patent No. [Redacted]				Title [Redacted]			
[Redacted]		Date Last Patent Issued		[Redacted]		Amount of General Award	
[Redacted]		Date BIPMAN Notified of Inv Ach Award		[Redacted]		Date General Award Appl Recd	
[Redacted]		Inv Ach Award Request Sent to IPC		[Redacted]		General Award Request Sent to IPC	
[Redacted]		Inv Ach Award Payment Conf. Recd		[Redacted]		General Award Payment Conf. Recd	
[Redacted]		Inv Ach Award Recognized at Banquet		[Redacted]		Gen Award Recognized at Banquet	
General Notes [Redacted]							

FIG. 34

09750001-050201

Microsoft Access

File Edit View Insert Format Records Tools Window Help

Company Addresses

Company Name	BellSouth Entertainment
Formal Name	BellSouth Entertainment, Inc.
Street Address	1100 Abernathy Road
City	Atlanta
State	GA
Zip Code	30328

Record: 1 of 1

Award Date

Company Name

FIG. 35

09750001-050201












ESP COORDINATORS		  		
ESP COORDINATOR	JANE DOE			
COMPANY	A - ALL			
MARKET	ALL STATES			
STATE / REGION	ALL STATES / REGS			
PHONE	(404) 555-1212			
FAX	(404) 555-1313			
STREET ADDRESS 1	100 PEACHTREE STREET			
STREET ADDRESS 2	SUITE 4005			
CITY	ATLANTA			
STATE	GA			
ZIP	30309			
MAIL CODE	MC01			
RECORD		 	1     	of 54

FIG. 36

09750001.050201
102050-10005760

Microsoft Access

File Edit View Insert Format Records Tools Window Help

Record: 1 of 1

IP Coordinators

IP ID#			
Full Name	Amy Sherwood	Title	Ms.
Company Name	BBS - BotSouth Business Systems, Inc.		
Mailstop	7601		
Street Address	1155 Peachtree Street, N.E.		
City	Atlanta		
State	GA	Zip Code	30309
Phones	(404) 249-2738	FAX#	(404) 249-2866

Record: 1 of 1

IP Coordinators

FIG. 37

Innovation Award Request Patent Filing Award

Date of Request December 8, 1999	BellSouth File No. 98059	Innovation Award No. A99-075
Date Application Filed: Title of Application:		
<p><i>Please arrange payment of a Specific Innovation Award for filing of a patent application for the inventor listed below. Innovation Awards should be grossed up for federal and state taxes. Due to the significance of this contribution to BellSouth, the award should be presented in an appropriate ceremony in the presence of the inventor's peers and/or higher management.</i></p> <p style="text-align: center;"><i>Award Amount:</i></p> <p style="text-align: center;"><i>Approved By: <u> X </u> IP Legal</i> <i>BellSouth IP Management Corp.</i></p>		
Inventor Name	Inventor Signature	
Supervisor Name	Supervisor Signature	
IP Coordinator Name	IP Coordinator Signature	
<p><i>Certification of payment and this signed request form must be returned to:</i></p> <p style="text-align: center;"> Julia Spires, Intellectual Property Administrator 1155 Peachtree Street, NE - Suite 500 - Atlanta, GA 30309 (404) 249-2961 </p>		

PRIVATE/PROPRIETARY/LOCK

Contains Private and/or Proprietary Information. May not be used or disclosed outside the BellSouth Companies except pursuant to a written agreement. Must be stored in locked files when not in use.

MEMORANDUM

To: John E. Lewis
From: Marcus Delgado
Date: December 8, 1999
RE: Notification of Patent Application Filing for
Title:
BellSouth No.:
Filing Date:

The above-referenced patent application was filed in the U.S. Patent and Trademark Office ("PTO") on the filing date shown above. We expect the official filing receipt, including the assigned serial number for this application, within the next several weeks.

We will keep you advised of further progress as the application proceeds through the PTO.

cc: Donna Post

PRIVATE/PROPRIETARY/LOCK

Contains Private and/or Proprietary Information. May not be used or disclosed outside the BellSouth Companies except pursuant to a written agreement. Must be stored in locked files when not in use.

09750001.050201

Patents Granted 9/1/99 Through 11/30/99

<u>Award</u>	<u>Legal No.</u>	<u>Inventor Name</u>	<u>Company Name</u>	<u>Patent Title</u>	<u>US Patent No.</u>	<u>Date Issued</u>
A89-067	98013	JoAnn Blount (retired)	BSCC - BellSouth Cellular Corp.	Method and System for Automatically Connecting Telephone Calls to Multiple Devices Having Different Directory Numbers (as amended)	5,983,884	10/ 5/99

FIG. 40

Intellectual Property Management Database System

Marketing Table

Field Name		Data Type		Description	Relates (KEY)		Location of Data	Editable	Security	Comments
Project Number	Number			Unique number to keep track of each project	PK		System generated	Non-Editable		
Project Name	Character			Name of the project			Free Form Entry	Editable		
Status of Project	Character			Status of the project			Lookup Table	Editable		
Status Date	Date			Anticipated dates for different status levels			Can be system generated and/or free form.	Editable		A version can update when changing status levels.
Customer				Pulls additional information into database, Name, Contact, Phone - from People/Address table			Lookup Table	Editable		
				Customer Name						
				Contact						
				Phone						
				Party to final contract?						
Remarketing Partner				Pulls additional information into database, Name, Contact, Phone, party to final contract - from People/Address table			Lookup Table	Editable		
				Company Name						
				Contact						
				Phone						
				Party to final contract?						
IP Group Personnel				Pulls additional information into database, Name, Role, party to final contract - from People/Address table			Lookup Table	Editable		
				Name						
				Role						
Products	Character			Pointer back to product table			Lookup Table	Editable		
Deal Size	Character			Product Name			Lookup Table	Editable		
Deal Value	Number			Drop Down Estimate, small, medium and large			Free Form	Editable		
Deal Priority	Character			Actual deal value entered after the deal is closed			Lookup Table	Editable		
Include in Top Deals Report	Y/N (or CHAR)			low, medium, high						
Description of Project	Character			Check box designating as important deal			Free Form	Editable		
Followup Date	DATE			Next Scheduled Followup Date			Freeform	Editable		
Followup Actions	Character			Follow-up Actions to be Taken			Freeform	Editable		
Responsible Party	Character			Responsible Party for Follow-up - Looks at People/Address Table - Potentially allow multiple values			Lookup Table	Editable		

FIG. 41

Files	Character	pointer back to files and file comments	Freeform	Editable		
		File				
		Comments				
		Pointer that pulls information from contract table - including name				
Associated Contract		Name	Lookup Table	Editable		
		Agreement Type				

Contract Tracking Table

Relates

Field Name		Data Type	Description	Location Data		Editable	Security	Comments
				(KEY)	System Generated	Non-Editable		
Agreement Number	Number			KEY	Freeform	Editable		
Agreement Name	Character				Freeform	Editable		
Agreement Type	Character				Lookup Table	Editable		
Project Number	Number		Key field for linking to marketing opportunities	Potentially a Foreign Key	Potentially a Foreign Key	Non-Editable		
Parties	Character		Lookup to People/Address table		Lookup Table	Editable		Should be able to add to the list
			Company Name					
			Type					
			Contact					
Effective Date	DATE				Freeform	Editable		
Termination/Renewal Date	DATE				Freeform	Editable		
Termination/Renewal Terms	Character				Freeform	Editable		
List IP	Character		List of IP Involved; pop-up box to add IP pointers, IP Type, Name, Ref #	Potentially a Foreign Key	Potentially a Foreign Key	Non-Editable		User can modify which IP is licensed
			IP Type					
			Name					
			Ref. #					
Exclusivity	Character		values: exclusive, non-exclusive		Lookup Table	Editable		
Form of Agreement	Character		values: Distribution License, Straight Use License, Strategic Agreement		Lookup Table	Editable		
Description	Character				Freeform	Editable		
Type of Revenue	Character		values: cash, savings, cash & savings		Lookup Table	Editable		
Unique T&C	Character				Freeform	Editable		
Frequency of Payment	Character				Lookup Table	Editable		
Reason for Termination	Character				Freeform	Editable		
Type of License	Character		Do we still want this? ...not on screen shots		Lookup Table	Editable		
Confidentiality Period	DATE				Freeform	Editable		This can be a range or a final date.

FIG. 42

File	Character	Pointer to attached files and comments	Freeform	Editable
		File Name		
		Comments		
Product	Character			
BellSouth Business Unit	Character	Pointer to BellSouth Business Unit and Royalty Percentage	Lookup Table	Editable
		BellSouth Business Unit		
		Royalty Percentage		
Notice Date	Date			
Customers Party to Contract	Character			
Parties to Contract	Character			
Underlying Ip of Product	Character			
Action	Character	Button (field) that points to information in the action table	Lookup Table	
		Expected Due Date		
		Actual Date		
		Action Type (Lookup)		
		Expected Amount		
		Actual Amount		
		Expected Action		
		Actual Action		
		Internal Contact		
		External Contact		
		Comments		
Comments	Character		Freeform	

IP TABLE (Trade Secrets or Copyrights)

Field Name		Data Type		Description	Relates (KEY)		Location Data	Editable	Security	Comments
IP #		Number		System Generated		Primary Key	Primary Key	Non-Editable		
IP Type		Character		TS or Copyright or Both			Lookup Table	Editable		
IP Name		Character					Freeform	Editable		
BellSouth Sub-entity		Character					Freeform	Editable		
BellSouth Business Unit		Character					Lookup Table	Editable		Could also be freeform
IP Description		Character		Freeform comments			Freeform	Editable		
Associated Files Attached		Character		Pointer to electronic file and comments			Freeform	Editable		
				File Name						
				Comments						
Copyright Filed?		Character		Build Lookup N/A, Yes or No.			Lookup Table	Editable		

FIG. 43

Field Name		Data Type		Description		Relates (KEY)		Location Data		Editable		Security		Comments	
Product Description		Character	Product Description			Primary Key		Freeform		Editable					
Product Number		Number	System Generated					Primary Key		Non-editable				System Generated	
BellSouth Sub-entity		Character						Freeform		Lookup Table					
BellSouth Business Unit		Character	Allow multiple values					Lookup Table		Editable				Could also be freeform	
BellSouth Contacts		Character	Pointer to People/Address Table, Name, Phone and Position (e.g., role)					Freeform		Editable					
			Name												
			Phone #												
			Position												
List of Patents		Character	Pointer to CPI Patent Database Records					CPI System		Editable					
			Status												
			Docket #												
			Country												
			App. #												
			Filing Date												
			Patent #												
			Issue Date												
			Inventor												
			Title												
			Comments - Not sure if in CPI												
List of TM		Character	Pointer to CPI TM Database Records					CPI System		Editable					
			Status												
			Mark												
			Country												
			App. #												
			Docket #												
			Filing Date												
			Reg. #												
			Reg. Date												
			Renewal Date												
			Comments - Not sure if in CPI												
List of Trade Secrets & Copyrights		Character	Pointer to IP Table					Lookup Table		Editable					
			Name												
			Description												
			BellSouth Sub-entity												
			BellSouth Business Unit												
			IP #												

FIG. 44

09/5001-050201

Date Available for Sale		DATE					Freeform	Editable	
Technical Requirements		Character					Freeform	Editable	
Product Name		Character		allow multiple values			Freeform	Editable	
Files		Character		pointer to files and comments			Lookup Table	Editable	
				File Name					
				Comments					
Patents Table (CPI)-Used in IP Table									
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments		
Patent #									
Issue Date									
Inventor									
Status									
Docket #									
Title									
Country									
App #									
Filing Date									
Comments		This may not be in CPI							
Trademark Table (CPI) Used in IP Table									
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments		
Mark									
Reg. #									
Registration Date									
Status									
App #									
Docket #									
Country									
Filing Date									
Renewal Date									
Comments		This may not be in CPI							
Corp/Org. Table									
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments		
Name									
Type		IP Group, Remarketing, Customer, Alliance							

FIG. 45

T02050-T0005260

People/Address Table							
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments
Org							
Name							
Phone							
Address							
Comments							
Position							
Roles Lookup Values							
Contact							
Research							
Other							
Contact Lookup Values							
IP Group Personnel							
End Users/Customers							
BellSouth Business Unit							
Status Lookup Values		Used in Marketing Module					
Conduct Initial Research							
Conduct Market Research and Analysis							
Develop marketing plan & package							
Sell product							
Negotiate contract							
Complete & approve transaction report							
Execute contract							
Set up maintenance plan							
Close out project							
BellSouth Business Units Lookup Values		Used in IP Inventory Module, Product Inventory Module					
BASC (Affiliate Service Corp.)							
BBI (Billing Inc.)							
BBS (Business Systems)							
BPC (Public Communications)							
BSC (Corporate)							
BSCC (Cellular)							
BSE (Entertainment)							
BSI (International)							
BSNET (.Net)							
BST (Telecommunications)							

FIG. 46

T02050" T0005460

ACTION TABLE							
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments
Action Due Date	Date			Freeform			
Action Type	Character			Freeform			
Expected Amount	Number			Freeform			
Expected Action	Character			Freeform			
BellSouth Sub-entity	Character						This can be business unit.
Royalty Expected Due Date	Date			Freeform			
Royalty Actual Date	Date			Freeform			
Royalty Action Type	Character			Lookup Table			
Royalty Expected Amount	Number			Freeform			
Royalty Actual Amount	Number			Freeform			
Royalty Expected Action	Character			Freeform			
Royalty Actual Action	Character			Freeform			
Royalty Internal Contact	Character			Freeform			
Royalty External Contact	Character			Lookup Table			
Royalty Comments	Character			Lookup Table			
Start Date	Date			Freeform			
End Date	Date			Freeform			
Period	Character			Freeform			
				Lookup			

FIG. 48

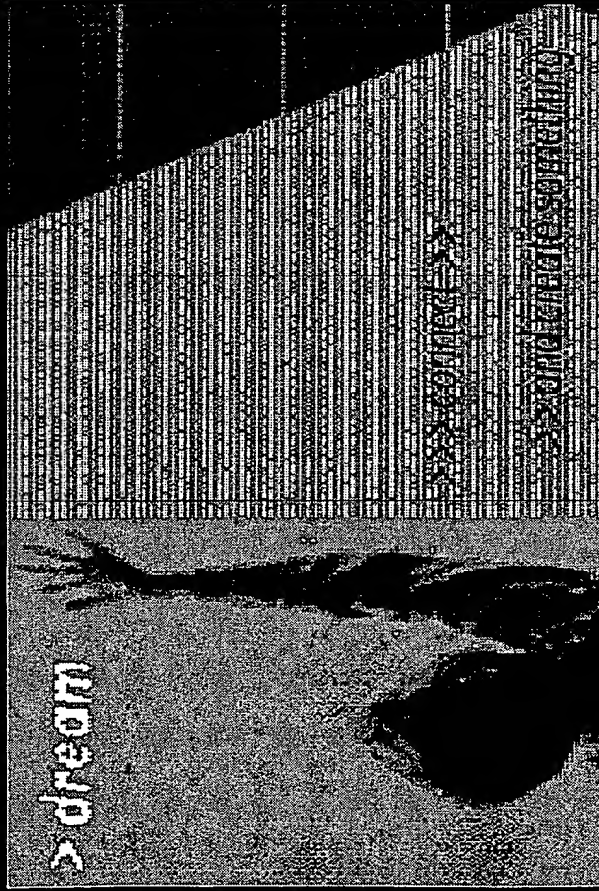
T02050" T0005260

Contacts TABLE						
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Comments
Company Name						
BellSouth Sub-entity				Freeform		
Type		IP Group, Remarketing, Customer, Alliance, Bellsouth Internal		Freeform		
Events		Pointer to Events table				
		Date				
		Comments				
		Attached Files				
Contacts						
		Name				
		Title				
		Country				
		Address1				
		Address2				
		City				
		State				
		Zip				
		Phone				
Individual Contact Events		Pointer to Individual Contact Events Table				
		Date				
		Comments				
		Attached Files				

FIG. 49

FO2050"FO005Z60

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM



IP Inventory Module

Product Inventory Module

Marketing Module

Contracts Module

Searching/Reporting Module

Contacts Module

FIG. 50

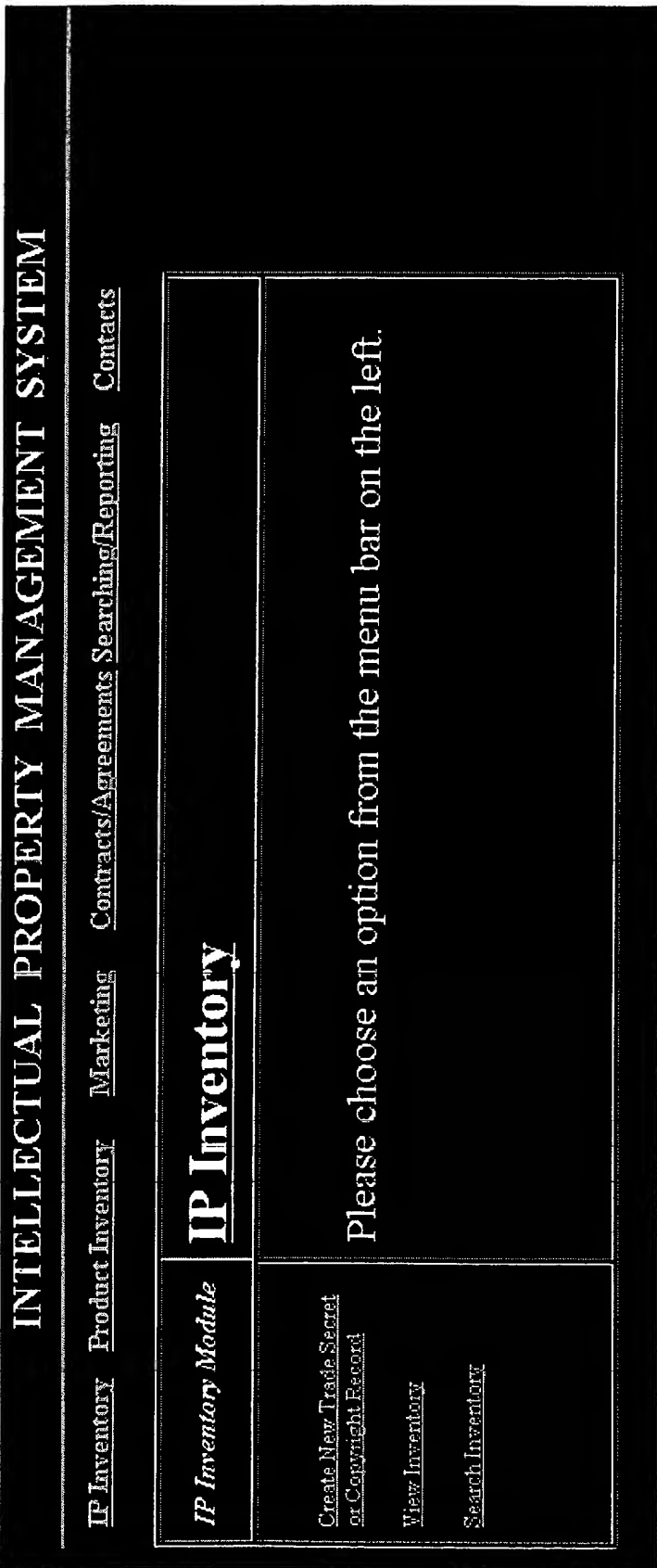


FIG. 51

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

[IP Inventory](#)
Module

[Create New Trade Secret or Copyright Record](#)

[View Inventory](#)

[Search Inventory](#)

Create/Edit Trade Secret/Copyright

IP #

IP Name

IP Type

BellSouth Business Unit

BellSouth Sub-entity

IP Description

Copyright Filed ☐

Associated Files Attached

File to Attach

Remove File

File Name

Comments

Submit

Cancel

FIG. 52

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

IP Inventory Module

View Inventory

[Create New Trade Secret or Copyright Record](#)

[View Inventory](#)

[Search Inventory](#)

Patents

Sort By

Trademarks

Sort By

Trade Secret & Copyrights

Sort By

FIG. 53

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing](#)
[Contracts/Agreements](#)
[Searching/Reporting](#)
[Contacts](#)

IP Inventory Module

[Create New Trade Secret or Copyright Record](#)
[View Inventory](#)
[Search Inventory](#)

View Inventory

Patents

Sort By

Trademarks

Sort By

Trade Dress

Sort By

☐ Patent #
☐ Issue Date
☐ Status
☐ Default
☐ Status
☐ Docket #
☐ Country
☐ App #
☐ Filing Date
☐ Name

Submit

Cancel

FIG. 54

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

IP Inventory Module

View Inventory

[Create New Trade Secret or Copyright Record](#)

[View Inventory](#)

[Search Inventory](#)

Patents

Sort By

Trademarks

Sort By

Trade

Sort By

Submit

Cancel

Trademark Name

TM #

Registration Date

Status

Default

FIG. 55

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing](#)
[Contracts/Agreements](#)
[Searching/Reporting](#)
[Contacts](#)

IP Inventory Module

[Create New Trade Secret or Copyright Record](#)
[View Inventory](#)
[Search Inventory](#)

View Inventory

Patents

Sort By

Trademarks

Sort By

Trade Secret & Copyrights

Sort By

System:	Name
	BellSouth Entity
	Business Unit
	IP #
	Description
	Default

FIG. 56

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

View Inventory

IP Inventory Module

Create New Trade Secret or Copyright Record

View Inventory

Search Inventory

Patents

Status	Docet #	Country	App #	Filing Date	Patent #	Issue Date	Inventor	Title	Comments
Data	Data	Data	Data	Data	Data	Data	Data	Data	Data

Trademarks

Status	Mark	Country	Docet #	App #	Filing Date	Reg. #	Reg. Date	Renewal Date	Comments
Data	Data	Data	Data	Data	Data	Data	Data	Data	Data

Trade Secrets & Copyrights

Name	Description	BellSouth Entry	Business Unit	IP#
Data	Data	Data	Data	Data

FIG. 57

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
IP Inventory	Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts
IP Inventory Module	Search Inventory
Create New Trade Secret or Copyright Record View Inventory Search Inventory	Patents - CPI System Trademarks - CPI System Trade Secrets & Copyrights

FIG. 58

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

IP Inventory Module

- [Create New Trade Secret or Copyright Record](#)
- [View Inventory](#)
- [Search Inventory](#)

Search Patents

Status	<input type="text"/>	Filing Date	<input type="text"/>
Docket #	<input type="text"/>	Patent #	<input type="text"/>
Country	<input type="text"/>	Issue Date	<input type="text"/>
App. #	<input type="text"/>	Title	<input type="text"/>
Inventor	<input type="text"/>	Comments	<input type="text"/>

Search All Fields

FIG. 59

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)*IP Inventory Module*[Create New Trade Secret or
Copyright Record](#)
[View Inventory](#)
[Search Inventory](#)Search Patents Results

<u>Status</u>	<u>Docket #</u>	<u>Country</u>	<u>App. #</u>	<u>Filing Date</u>	<u>Patent #</u>	<u>Issue Date</u>	<u>Inventor</u>	<u>Title</u>	<u>Comments</u>
Data	Data	Data	Data	Data	Data	Data	Data	Data	Data

FIG. 60

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

IP Inventory Module

- [Create New Trade Secret or Copyright Record](#)
- [View Inventory](#)
- [Search Inventory](#)

Search Trademarks

Status	<input type="text"/>	Filing Date	<input type="text"/>
Mark	<input type="text"/>	Reg. #	<input type="text"/>
Country	<input type="text"/>	Reg. Date	<input type="text"/>
Docket #	<input type="text"/>	Renewal Date	<input type="text"/>
App. #	<input type="text"/>	Comments	<input type="text"/>

Search All Fields

FIG. 61

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

<i>IP Inventory Module</i>	Search Trademark Results									
Create New Trade Secret or Copyright Record View Inventory Search Inventory	Status	Mark	Country	Docket #	App #	Filing Date	Reg #	Reg. Date	Renewal Date	Comments
	Data	Data	Data	Data	Data	Data	Data	Data	Data	Data

FIG. 62

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing](#)
[Contracts/Agreements](#)
[Searching/Reporting](#)
[Contacts](#)

IP Inventory Module

[Create New Trade Secret or
Copyright Record](#)

[View Inventory](#)

[Search Inventory](#)

Search Trade Secret/Copyright Issue

IP# Copyright Filed ☐ N/A ☐

IP Name

IP Type N/A ☐

BellSouth Business Unit

BellSouth Sub-entity

IP Description

Full Text File Search

Search

Cancel

FIG. 63

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

<u>IP Inventory Module</u>	<u>Search Results</u>										
<u>Create New Trade Secret or Copyright Record</u>	<u>Trade Secrets & Copyrights</u>										
<u>View Inventory</u>	<table><tr><td><u>Name</u></td><td><u>Type</u></td><td><u>IP #</u></td><td><u>BellSouth Business Unit</u></td><td><u>BellSouth Sub-entity</u></td></tr><tr><td><u>Data</u></td><td><u>Data</u></td><td><u>Data</u></td><td><u>Data</u></td><td><u>Data</u></td></tr></table>	<u>Name</u>	<u>Type</u>	<u>IP #</u>	<u>BellSouth Business Unit</u>	<u>BellSouth Sub-entity</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>
<u>Name</u>	<u>Type</u>	<u>IP #</u>	<u>BellSouth Business Unit</u>	<u>BellSouth Sub-entity</u>							
<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>							
<u>Search Inventory</u>											

FIG. 64

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Product Inventory

Create New
Product

View Products

Search For
Product

View/Edit
Contacts

Please choose an option from the menu bar on the left.

FIG. 65

BellSouth Contacts

Name	Phone #	Position
Remove Contact		

List of IP

Patents

Status	Docket #	Country	App #	Filing Date	Patent #	Issue Date	Inventor	Title	Comments
Add Patents									
Remove Patents									

Trademarks

Status	Mark	Country	Docket #	App #	Filing Date	Reg #	Reg Date	Renewal Date	Comments
Add Trademarks									
Remove Trademarks									

Trade Secrets & Copyrights

FIG. 67

<u>Trade Secrets & Copyrights</u>			
<u>Name</u>	<u>Description</u>	<u>BellSouth Sub-Entity</u>	<u>Business Unit</u> <u>ID#</u>

Associated Files Attached

File to Attach

<u>File Name</u>	<u>Comments</u>

FIG. 68

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Product Inventory Module</u>	<u>View Products</u>
<u>Create New Product</u> <u>View Products</u> <u>Search For Product</u> <u>View/Edit Contacts</u>	<u>View All Products</u> <u>View All Products Sorted By BellSouth Business Unit</u> <u>View All Products for Specific BellSouth Business Unit</u> <u>Advanced View</u>

FIG. 69

0950001-050204

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory
Product Inventory
Marketing Contracts/Agreements Searching/Reporting Contacts

<i>Product Inventory Module</i>	<u>View All Products</u>						
<u>Create New Product</u>	<table><tr><td><u>Name</u></td><td><u>BellSouth Business Unit</u></td><td><u>Description</u></td></tr><tr><td>Data</td><td>Data</td><td>Data</td></tr></table>	<u>Name</u>	<u>BellSouth Business Unit</u>	<u>Description</u>	Data	Data	Data
<u>Name</u>	<u>BellSouth Business Unit</u>	<u>Description</u>					
Data	Data	Data					
<u>View Products</u>							
<u>Search For Product</u>							
<u>View/Edit Contacts</u>							

FIG. 70

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

View All Products by BellSouth Business Unit

<u>BellSouth Business Unit</u>	<u>Name</u>	<u>Description</u>
Data	Data	Data

Create New
Product

View Products

Search For
Product

View/Edit
Contacts

FIG. 71

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

View All Products By Specific BellSouth Business Unit

BellSouth Business Unit:

BASC
BBI
BBS
BPC
BSC
BSCC
BSE
BSI
BSNET
BST

Product
Inventory
Module

Create New
Product

View Products

Search For
Product

View/Edit
Contacts

FIG. 72

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements Searching/Reporting Contacts](#)
[Inventory](#) [Inventory](#)

View All Products By Specific BellSouth Entity

[Product](#)
[Inventory](#)
[Module](#)

[Create New](#)
[Product](#)
[View Products](#)
[Search For](#)
[Product](#)
[View/Edit](#)
[Contacts](#)

<u>BellSouth Entity</u>	<u>Name</u>	<u>Description</u>
Data	Data	Data

FIG. 73

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

View Products Advanced View

Product
Inventory
Module

Create New
Product

View Products

Search For
Product

View/Edit
Contacts

1.) Sort By:

N/A

2.) Sort By:

N/A

3.) Sort By:

N/A

Submit

Cancel

FIG. 74

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Product Inventory Module</u>	<u>View Products Advanced View</u>				
<u>Create New Product</u>	1.) Sort By: <input type="text" value="N/A"/> <input type="button" value="v"/>				
<u>View Products</u>	2.) Sort By: <input type="text" value="N/A"/> <input type="button" value="v"/>				
<u>Search For Product</u>	3.) Sort By: <input type="text" value="N/A"/> <input type="button" value="v"/>				
<u>View/Edit Contacts</u>	<input type="button" value="Submit"/> <table border="1"><tr><td>BellSouth Entity Name</td><td>Description</td></tr><tr><td colspan="2"></td></tr></table>	BellSouth Entity Name	Description		
BellSouth Entity Name	Description				

FIG. 75

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

View Products Advanced View

Product
Inventory
Module

Create New
Product

View Products

Search For
Product

View/Edit
Contacts

1.) Sort By:

Name

2.) Sort By:

BellSouth Entity

3.) Sort By:

Description

Submit

Cancel

FIG. 76

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

View Products Advanced View

Product
Inventory
Module

Create New
Product
View Products
Search For
Product
View/Edit
Contacts

<u>Name</u>	<u>BellSouth Entity</u>	<u>Description</u>
Data	Data	Data

FIG. 77

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Product
Inventory
Module

Search Products

Create New
Product

View
Products

Search For
Product

View/Edit
Contacts

Product Number

Product Name

BellSouth Business Unit

BellSouth Sub-entity

Product Description

Date Available for Sale

Technical Requirements

BellSouth Contacts

FIG. 78

BellSouth Contacts

<u>Name</u>	<u>Phone #</u>	<u>Position</u>
<u>Add Contact</u>		<u>Remove Contact</u>

List of IP

Patents

<u>Status</u>	<u>Docket#</u>	<u>Country</u>	<u>App #</u>	<u>Filing Date</u>	<u>Patent #</u>	<u>Issue Date</u>	<u>Inventor</u>	<u>Title</u>	<u>Comments</u>
<u>Add Patents</u>			<u>Remove Patents</u>						

Trademarks

<u>Status</u>	<u>Mark</u>	<u>Country</u>	<u>Docket#</u>	<u>App#</u>	<u>Filing Date</u>	<u>Reg.#</u>	<u>Reg. Date</u>	<u>Renewal Date</u>	<u>Comments</u>
<u>Add Trademarks</u>			<u>Remove Trademarks</u>						

Trade Secrets & Copyrights

FIG. 79

Trade Secrets & Copyrights

Name	Description	BellSouth Sub-entity	Business Unit	IP#

Add Trade Secrets or Copyrights

Remove Trade Secrets or Copyrights

Associated Files Attached

File Name	Comments

Full Text File Search

Search

Cancel

FIG. 80

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

<u>Product Inventory Module</u>	<u>Product Search Results</u>
<u>Create New Product</u> <u>View Products</u> <u>Search For Product</u> <u>View/Edit Contacts</u>	<u>Product Name</u> <u>Data1</u> <u>Any Criteria Used in Search</u> <u>Data2</u>

FIG. 81

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing Contracts/Agreements](#)
[Searching/Reporting](#)
[Contacts](#)

View Product

Product Number 12323 Product Name Product
 BellSouth Sub-entity Entity BellSouth Business Unit Main Unit
 Product Description
 Date Available for Sale 2/14/2000
 Technical Requirements

BellSouth Contacts

Name	Phone #	Position
Howard Johnson	1-800-555-1212	Director

List of IP

FIG. 82

List of IP

Patents

Status	Docket#	Country	App.#	Filing Date	Patent #	Issue Date	Inventor	Title	Comments

Trademarks

Status	Mark	Country	Docket#	App#	Filing Date	Reg.#	Reg. Date	Renewal Date	Comments

Trade Secrets & Copyrights

Name	Description	BellSouth Sub-entity	Business Unit	IP#

Associated Files Attached

File Name	Comments

Edit

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Marketing

Please choose an option from the menu bar on the left.

Create New Project

View/Edit Project

Search/Report Projects

View/Edit Contacts

FIG. 84

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Marketing Module

Create New Project

Create New Project

Project Name

Project # 121232

View/Edit Project

Status

Status Date

Search/Report Projects

Deal Value

Deal Size

View/Edit Contacts

Include in Top Deals Report ☐

Deal Priority

Description of Project

Follow-up Actions

Follow-up Date

Responsible Party

Products

FIG. 85

<u>Products</u>	
<u>Product Name</u>	
<u>Add Product</u>	<u>Remove Product</u>
<u>Customer</u>	
<u>Customer Name</u>	<u>Contact</u>
<u>Phone</u>	<u>Party to Final Contract</u>
<u>Add Customers</u>	<u>Remove Customers</u>
<u>Remarketing Partners</u>	
<u>Company Name</u>	<u>Contact</u>
<u>Phone</u>	<u>Party to Final Contract</u>
<u>Add Partner</u>	<u>Remove Partner</u>
IP Group Personnel	

FIG. 86

<u>IP Group Personnel</u>	
<u>Name</u>	<u>Role</u>
<input type="button" value="Add IP Personnel"/>	<input type="button" value="Remove IP Personnel"/>
<u>Associated Files Attached</u>	
<u>File to Attach</u>	<input type="button" value="Browse"/> <input type="button" value="Remove File"/>
<u>File Name</u>	<u>Comments</u>
<u>Contract Records</u>	
<u>Contract Name</u>	<u>Agreement Type</u>
<input type="button" value="Create Contract Record"/>	<input type="button" value="Add Associated Contract Record"/> <input type="button" value="Remove Associated Contract Record"/>
<input type="button" value="Submit"/>	<input type="button" value="Cancel"/>

FIG. 87

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Marketing Module</u>	<u>View Projects</u>
<u>Create New Project</u>	<u>Default Search</u>
<u>View/Edit Project</u>	<u>Custom Sort</u>
<u>Search/Report Projects</u>	1.) Sort By: <input type="text" value="N/A"/>
<u>View/Edit Contacts</u>	2.) Sort By: <input type="text" value="N/A"/>
	3.) Sort By: <input type="text" value="N/A"/>
	<input type="button" value="Submit"/> <input type="button" value="Cancel"/>

FIG. 88

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<i>Marketing Module</i>	<u>View Project-Results</u>					
<u>Create New Project</u>	<u>Project Name</u>	<u>Customer</u>	<u>Product</u>	<u>Status</u>	<u>Deal Priority</u>	<u>Deal Value</u>
<u>View/Edit Project</u>	<u>Data1</u>	<u>Data2</u>	<u>Data3</u>	<u>Data4</u>	<u>Data5</u>	<u>Data6</u>
<u>Search/Report Projects</u>						
<u>View/Edit Contacts</u>						

FIG. 89

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)
[Inventory](#) [Inventory](#)

Marketing Module

[Create New Project](#)

[View/Edit Projects](#)

[Search/Report Projects](#)

[View/Edit Contacts](#)

View Project

Project Name Name Project # 12334
 Status Conduct Initial Research Status Date 2/2/2000
 Deal Value \$1.2 Billion Deal Size Small
 Include in Top Deals Report ☒ Deal Priority Low

Description of Project

--	--

Follow-up Date 2/2/2000 Follow-up Actions Action
 Responsible Party Mike Stevens

Products

Product Name

Product

Customer

FIG. 90

00750000 T0005260

<u>Customer</u>	
<u>Customer Name</u>	<u>Contact</u>
IBM	John Jim
<u>Phone</u>	
212-555-1212	
<u>Party to Final Contract</u> <input type="checkbox"/>	
<u>Remarketing Partners</u>	
<u>Company Name</u>	<u>Contact</u>
IBM	Bob Smith
<u>Phone</u>	
212-555-1212	
<u>Party to Final Contract</u> <input type="checkbox"/>	
<u>IP Group Personnel</u>	
<u>Name</u>	<u>Role</u>
<u>Associated Files Attached</u>	
<u>File Name</u>	<u>Comments</u>
<u>Contract Records</u>	
<u>Contract Name</u>	<u>Agreement Type</u>
<u>Edit</u>	

FIG. 91

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Marketing Module	<u>View Projects</u>	
Create New Project View/Edit Project Search/Report Projects View/Edit Contacts	<p><u>Default Search</u></p> <p><u>Custom Sort</u></p> <p>1.) Sort By: <input type="text" value="Customer Company Name"/></p> <p>2.) Sort By: <input type="text" value="Product Name"/></p> <p>3.) Sort By: <input type="text" value="Customer Company Name"/></p> <p><input type="text" value="N/A"/></p> <p><input type="button" value="Submit"/></p>	
	<p><input type="text" value="Customer Company Name"/></p> <p><input type="text" value="Product Name"/></p> <p><input type="text" value="Remarking Partner Company Name"/></p> <p><input type="text" value="Status"/></p> <p><input type="text" value="Deal Priority"/></p> <p><input type="text" value="Deal Value"/></p> <p><input type="text" value="Deal Size"/></p> <p><input type="text" value="IP Group Personnel"/></p>	

FIG. 92

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing Contracts/Agreements](#)
[Searching/Reporting Contacts](#)

<i>Marketing Module</i>	<u>View Projects-Results</u>
Create New Project View/Edit Project Search/Report Projects View/Edit Contacts	<div> Criteria 1 Criteria 2 Criteria 3 </div> <div> Data1 Data2 Data3 </div> <div> Project # Data4 </div> <div> Customer Data5 </div> <div> Product Data6 </div>

FIG. 93

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)
[Inventory](#) [Inventory](#)

Marketing Module	<u>Edit Project</u>
Create New Project	<div>Project Name <input type="text"/></div> <div>Project # <input type="text"/></div>
View/Edit Project	<div>Status <input type="text"/></div> <div>Status Date <input type="text"/></div>
Search/Report Projects	<div>Deal Value <input type="text"/></div> <div>Deal Size <input type="text"/></div>
View/Edit Contacts	<div>Include in Top Deals Report <input type="checkbox"/></div> <div>Deal Priority <input type="text"/></div>
	Description of Project
	<input type="text"/>
	<div>Follow-up Date <input type="text"/></div> <div>Follow-up Actions <input type="text"/></div>
	<div>Responsible Party <input type="text"/></div>
	Products
	<div>Product Name <input type="text"/></div>

FIG. 94

<u>Products</u>	
<u>Product Name</u>	
<u>Add Product</u>	<u>Remove Product</u>
<u>Customer</u>	
<u>Customer Name</u>	<u>Contact</u>
<u>Phone</u>	<u>Party to Final Contract</u>
<u>Add Customers</u>	<u>Remove Customers</u>
<u>Remarketing Partners</u>	
<u>Company Name</u>	<u>Contact</u>
<u>Phone</u>	<u>Party to Final Contract</u>
<u>Add Partner</u>	<u>Remove Partner</u>
<u>IP Group Personnel</u>	

FIG. 95

IP Group Personnel

Name

Add IP Personnel

Remove IP Personnel

Role

Associated Files Attached

File to Attach

Browse...

Remove File

File Name

Comments

Contract Records

Contract Name

Agreement Type

Create Contract

Add Associated Contract

Submit

Cancel

FIG. 96

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements Searching/Reporting Contacts](#)
[Inventory](#) [Inventory](#)

Marketing Module

[Create New Project](#)

[View/Edit Project](#)

[Search/Report Projects](#)

[Standard Project Reports](#)

- [Top Deals](#)
- [Customer Report](#)
- [Remarketing Report](#)
- [Status Level Report](#)
- [BellSouth Entity Report](#)

[View/Edit Contacts](#)

Project Search/Reports

Project Name Project #
 Status Status Date
 Deal Value Deal Size N/A
 Include in Top Deals Report ☐ Deal Priority N/A
 Description of Project

Follow-up

Follow-up Date

Actions

Responsible Party

N/A

[Products](#)

Product Name

FIG. 97

<u>Report</u>		<u>Product Name</u>			
<u>View/Edit Contacts</u>					

<u>Add Product</u>		<u>Remove Product</u>	
--------------------	--	-----------------------	--

<u>Customer</u>	
<u>Customer Name</u>	<u>Party to Final Contract</u>
<input type="text"/>	<input type="checkbox"/>
<u>Contact</u>	<u>Phone</u>
<input type="text"/>	<input type="text"/>
<u>Add Customer</u>	<u>Remove Customer</u>

<u>Remarketing Partners</u>	
<u>Company Name</u>	<u>Party to Final Contract</u>
<input type="text"/>	<input type="checkbox"/>
<u>Contact</u>	<u>Phone</u>
<input type="text"/>	<input type="text"/>
<u>Add Remarketing Partner</u>	<u>Remove Remarketing Partner</u>

<u>IP Group Personnel</u>

FIG. 98

IP Group Personnel

Name

Role

Add IP Group Personnel

Remove IP Group Personnel

Associated Files Attached

<u>File Name</u>	<u>Comments</u>

Full Text File Search

Contract Records

<u>Contract Name</u>	<u>Agreement Type</u>

Add Contract Record

Remove Contract Record

Search

Cancel

FIG. 99

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Marketing Module	Project Search/Reports
Create New Project View/Edit Project Search/Report Projects Standard Project Reports <ul style="list-style-type: none"> ◦ Top Deals ◦ Customer Report ◦ Remarketing Report ◦ Status Level Report ◦ BellSouth Entity Report View/Edit Contacts	<div> <div>Project Name <input type="text"/></div> <div>Project # <input type="text"/></div> </div> <div> <div>Status <input type="text" value="N/A"/></div> <div>Status Date <input type="text"/></div> </div> <div> <div>Deal V <input type="text" value="N/A"/></div> <div>Deal Size <input type="text" value="Medium"/></div> </div> <div> <div>Include <input type="text"/></div> <div>Deal Priority <input type="text" value="high"/></div> </div> <div> <div>Desc of Proj <input type="text"/></div> <div><input type="text"/></div> </div> <div> <div>Follo <input type="text"/></div> <div><input type="text"/></div> </div> <div> <div>Responsible Party <input type="text" value="N/A"/></div> <div><input type="text"/></div> </div> <div> <div>Products <input type="text"/></div> <div><input type="text"/></div> </div> <div> <div>Product Name <input type="text"/></div> <div><input type="text"/></div> </div>

FIG. 100

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

Marketing Contracts/Agreements Searching/Reporting Contacts			
IP Inventory Product Inventory	View Project Search Results		
Marketing Module Create New Project View/Edit Project Search/Report Projects Standard Project Reports <ul style="list-style-type: none">Top DealsCustomer ReportRemarketing ReportStatus Level ReportBellSouth Business Unit Report View/Edit Contacts	Project Name Data1	Customer Data2	Product Data3 Other Search Criteria Data4

FIG. 101

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory	Product Inventory	<u>Marketing Contracts/Agreements Searching/Reporting Contacts</u>										
<u>Marketing Module</u>		<u>Top Deals Report</u>										
Create New Project View/Edit Project Search/Report Projects Standard Project Reports		<u>Status</u> <u>Data1</u>	<u>Product/Project Name</u> <u>Data2</u>	<u>Opp #</u> <u>Data3</u>	<u>BellSouth Patent Company</u> <u>BU</u>	<u>Status</u> <u>Data4</u>	<u>Name</u> <u>Data5</u>	<u>Lead Support</u> <u>Data6</u>	<u>Est. Value</u> <u>Data7</u>	<u>Deal Size</u> <u>Data8</u>	<u>Priority</u> <u>Data9</u>	<u>Data10</u> <u>Data11</u>
Top Deals Customer Report Remarketing Report Status Level Report BellSouth Business Unit		<u>View/Edit Contacts</u>										

FIG. 102

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
 Inventory Inventory

Marketing
ModuleCreate New ProjectView/Edit ProjectSearch/Report
ProjectStandard Project
Reports

- ◊ Top Deals
- ◊ Customer Report
- ◊ Remarketing Report
- ◊ Status Level Report
- ◊ BellSouth Business Unit

View/Edit ContactsCustomer Report

Customer Name

Customer Name

Submit

Cancel

FIG. 103

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

<u>Marketing Module</u>	<u>Customer Report</u>
<p><u>Create New Project</u></p> <p><u>View/Edit Project</u></p> <p><u>Search/Report Projects</u></p> <p>Standard Project Reports</p> <ul style="list-style-type: none"> • <u>Top Deals</u> • <u>Customer Report</u> • <u>Remarketing Report</u> • <u>Status Level Report</u> • <u>BellSouth Business Unit</u> <p><u>View/Edit Contacts</u></p>	<p><u>Customer Name</u> Data1</p> <p><u>Product Name</u> Data2</p> <p><u>Status</u> Data3</p> <p><u>Value</u> Data4</p> <p><u>BellSouth Business Unit</u> Data5</p> <p><u>Opp.#</u> Data6</p>

FIG. 103A

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory

Marketing Contracts/Agreements Searching/Reporting Contacts

Marketing
Module

Remarketing Partner Report

Create New Project

View/Edit Project

Search/Report
Projects

Standard Project
Reports

- ◊ Top Deals
- ◊ Customer
Report
- ◊ Remarketing
Report
- ◊ Status Level
Report
- ◊ BellSouth
Business
Unit

View/Edit Contacts

Remarketing Company Name

Company Name

Submit

Cancel

FIG. 104

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements Searching/Reporting Contacts](#)
[Inventory](#) [Inventory](#)

<u>Marketing Module</u>	<u>Remarketing Partner Report</u>
Create New Project View/Edit Project Search/Report Projects Standard Project Reports • Top Deals • Customer Report • Remarketing Report • Status Level Report • BellSouth Business Unit View/Edit Contacts	<div> <div> Remarketing Partner Data1 </div> <div> Product Name Data2 </div> <div> Status Data3 </div> <div> Value Data4 </div> <div> BellSouth Business Unit Data5 </div> <div> Opp.# Data6 </div> </div>

FIG. 105

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Marketing Module</u>	<u>Status Level Report</u>
<p><u>Create New Project</u></p> <p><u>View/Edit Project</u></p> <p><u>Search/Report Projects</u></p> <p>Standard Project Reports</p> <ul style="list-style-type: none"> ◊ <u>Top Deals</u> ◊ <u>Customer Report</u> ◊ <u>Remarketing Report</u> ◊ <u>Status Level Report</u> ◊ <u>BellSouth Business Unit</u> <p><u>View/Edit Contacts</u></p>	<p>Status Level <input type="text" value="N/A"/></p> <p><input type="button" value="Submit"/> <input type="button" value="Cancel"/></p>

FIG. 106

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory Product Inventory Marketing Contracts/Agreements Searching/Reporting Contacts	
Marketing Module	Status Level Report
Create New Project View/Edit Project Search/Report Projects Standard Project Reports <ul style="list-style-type: none"> ◊ Top Deals ◊ Customer Report ◊ Remarketing Report ◊ Status Level Report ◊ BellSouth Business Unit View/Edit Contacts	<div> <div>Submit</div> <div>Cancel</div> </div> <div> Status Level: <input type="text" value="N/A"/> </div> <div> Conduct Initial Research Conduct market research and analysis Complete and approve PTR Develop marketing plan & package Sell product Negotiate contract Complete & approve transaction report Execute contract Set up maintenance plan Close out Project </div>

FIG. 107

09750001 050201

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

<p>IP Inventory</p>	<p>Product Inventory</p>	<p>Marketing Contracts/Agreements Searching/Reporting Contacts</p>
<p>Marketing Module</p>	<p><u>Status Level Report</u></p>	
<p>Create New Project</p>	<p><u>Level</u> Date</p>	<p>Deal</p>
<p>View/Edit Project</p>	<p>Deal Data2</p>	<p>Deal Value</p>
<p>Search/Report Projects</p>	<p>Company Name</p>	<p>Deal Size</p>
<p>Standard Project Reports</p>	<p>Product Name</p>	<p>Deal Value</p>
<p>◊ Top Deals</p>	<p>Marketing Partner</p>	<p>Deal Value</p>
<p>◊ Customer Report</p>	<p>Unit</p>	<p>Deal Value</p>
<p>◊ Remarketing Report</p>	<p>Data3</p>	<p>Deal Value</p>
<p>◊ Status Level Report</p>	<p>Data4</p>	<p>Deal Value</p>
<p>◊ BellSouth Business Unit</p>	<p>Data5</p>	<p>Deal Value</p>
<p>View/Edit Contacts</p>	<p>Data6</p>	<p>Deal Value</p>
	<p>Data7</p>	<p>Deal Value</p>
	<p>Data8</p>	<p>Deal Value</p>
	<p>Data9</p>	<p>Deal Value</p>
	<p>Data10</p>	<p>Deal Value</p>

FIG. 108

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

Contracts/Agreements

Please choose an option from the menu bar on the left.

Add
Contract/Agreement
Search
Contracts/Agreements
Contract Reports
View/Edit Contacts

FIG. 111

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory

Marketing Contracts/Agreements Searching/Reporting Contacts

Contracts/Agreements
Module

Add Contract/Agreement

Search
Contracts/Agreements

Contract Reports

View/Edit Contacts

Add Contract/Agreement

Agreement Name

Agreement Number 12323

Agreement Type

Project Number

Product

Contract Summary

Exclusivity

Form of

Agreement

Type of Revenue

Unique T&C

Frequency of Payments

Description

Termination or Renewal Terms

FIG. 112

102050" 10005/60

Termination or Renewal Terms		
<div></div>		
Confidentiality Period	Notice Date	
<div></div>	<div></div>	
Effective Date		
<div></div>		
Termination/Renewal Date	Reason for Termination	
<div></div>	<div></div>	
BellSouth Business Unit		
BellSouth Business Unit	Royalty Percentage	
<div></div>	<div></div>	
Add BellSouth BU	Remove BellSouth BU	
<div></div>	<div></div>	
Parties to the Contract		
Company Name	Type	Contact
<div></div>	<div></div>	<div></div>
Add Party	Remove Party	
<div></div>	<div></div>	

FIG. 113

102050" 10005260

Add Party

Remove Party

IP Covered by License

IP Type

Name

Ref #

Add Associated IP

Remove Associated IP

Actions/Payments Due

Expected Due Date	Actual Date	Action Type	Expected Amount	Actual Amount	Expected Action	Actual Action	Internal Contact	External Contact	Comments

Add Action Item

Remove Action Item

Add Internal Party

Add External Party

Comments

FIG. 114

FO2050-FO005460

<u>Comments</u>	
<div></div>	
<div></div>	<div>Remove File</div>
<div>File to Attach</div>	<div>Remove</div>
<div>File Name</div>	<div>Comments</div>
<div></div>	<div></div>
<div>Submit</div>	<div>Cancel</div>

FIG. 115

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory

Marketing Contracts/Agreements Searching/Reporting Contacts

Contracts/Agreements
Module

Add Contract/Agreement

Search
Contracts/Agreements

Contract Reports

View/Edit Contacts

Add Contract/Agreement

Agreement Name

Agreement Number 12323

Agreement Type

Project Number

Administrative Services Agreement
Master Licensing Agreement
Sublicensing Agreement
Services Agreement
Sublease Agreement
Consulting Agreements
Recruiter Agreement
Remarketing Agreements

Form of

Agreement

Unique T&C

Type of Revenue

Frequency of Payments

Description

FIG. 116

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory

Marketing Contracts/Agreements Searching/Reporting Contacts

Contracts/Agreements
Module

Add Contract/Agreement

Search
Contracts/Agreements

Contract Reports

View/Edit Contacts

Add Contract/Agreement

Agreement Name

Agreement Number 12323

Agreement Type

Project Number

Product

Contract Summary

Exclusivity

Form of Agreement

Type of Revenue

Unique T&C

Frequency of Payments

Distribution License
Straight Use License
Strategic Agreement

Description

FIG. 117

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory

Marketing Contracts/Agreements Searching/Reporting Contacts

Contracts/Agreements
Module

Add Contract/Agreement

Search
Contracts/Agreements

Contract Reports

View/Edit Contacts

Add Contract/Agreement

Agreement Name Agreement Number 12323

Agreement Type Project Number

Product

Contract Summary

Exclusivity <input type="text"/>	Form of Agreement <input type="text"/>
Type of Revenue <input type="text"/>	Unique T&C <input type="text"/>
Frequency of Payment <input type="text"/>	<input type="text"/>
<input type="text"/> Cash <input type="text"/> Savings <input type="text"/> Cash & Savings	
Description <input type="text"/>	

FIG. 118

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventories Inventories

Marketing Contracts/Agreements Searching/Reporting Contacts

Contracts/Agreements
Module

Add Contract/Agreement

Search
Contracts/Agreements

Contract Reports

View/Edit Contacts

Add Contract/Agreement

Agreement Name Agreement Number 12323

Agreement Type Project Number

Product

Contract Summary

Exclusivity Form of Agreement

Type of Revenue Unique T&C

Frequency of Payments

One-time Development/Maintenance Savings

One Time Up-Front License Fee

One Time Up-Front License Fee w/ Future Royalties Due

Monthly Report/Royalty Payment

Quarterly Report/Royalty Payment

Annual Report/Royalty Payment

FIG. 119

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing](#)
[Contracts/Agreements](#)
[Searching/Reporting](#)
[Contacts](#)

*Contracts/Agreements
Module*

Add Action

Action Type	Termination Notice	Expected Due Date
Expected Amount	Start of Period	
Expected Action	End of Period	
Internal Contact	External Contact	

Recurring Actions

Date	Repeat
------	--------

Comments:

--

Submit	Cancel
--------	--------

FIG. 120

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory

Marketing Contracts/Agreements Searching/Reporting Contacts

Contracts/Agreements
Module

Add Action

Action Type	<input checked="" type="checkbox"/> Termination Notice	Expected Due Date	<input type="text"/>
Expected Action	<input type="checkbox"/> Termination Notice	Start of Period	<input type="text"/>
Expected Action	<input type="checkbox"/> Extension Notice	End of Period	<input type="text"/>
Internal Cont	<input type="checkbox"/> Report REQ'T	External Contact	<input type="text"/>
	<input type="checkbox"/> Payment REQ'T		
	<input type="checkbox"/> Savings Due		
	<input type="checkbox"/> Other		

Recurring Actions

Date	<input type="text"/>	Repeat	<input type="text"/>
------	----------------------	--------	----------------------

Comments:

<input type="text"/>

Submit

Cancel

FIG. 120A

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory

Marketing Contracts/Agreements Searching/Reporting Contacts

Contracts/Agreements
Module

Add Contract/Agreement

Search

Contracts/Agreements

Contract Reports

View/Edit Contacts

Search Contracts/Agreements

Agreement Name

Agreement Number

Agreement Type

Project Number

Product

Contract Summary

Exclusivity

Form of

Agreement

Type of Revenue

Unique T&C

Frequency of Payments

Description

FIG. 121

Description		<input type="text"/>	
Termination or Renewal Terms			
<input type="text"/>		<input type="text"/>	
Confidentiality Period	<input type="text"/>	Notice Date	<input type="text"/>
Effective Date	<input type="text"/>		
Termination/Renewal Date	<input type="text"/>	Reason for Termination	<input type="text"/>
BellSouth Business Units			
BellSouth Business Unit	<input type="text"/>	Royalty Percentage	<input type="text"/>
Add BellSouth BU		Remove BellSouth BU	
Parties to the Contract			
Company Name	<input type="text"/>	Type	<input type="text"/>
<input type="text"/>		Contact	<input type="text"/>
Add Party	<input type="text"/>	Remove Party	<input type="text"/>

FIG. 122

Add PartyRemove Party

IP Covered by License

IP TypeNameRef#

Add IPRemove IP

Actions/Payments Due

Expected Due Date	Actual Date	Action Type	Expected Amount	Actual Amount	Expected Action	Actual Action	Internal Contact	External Contact	Comments

Add ActionRemove Action

Comments

Full Text File Search

SubmitCancel

FIG. 123

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Marketing Contracts/Agreements Searching/Reporting Contacts

<u>Add Contract/Agreement</u>	
<u>Search Contracts/Agreements</u>	
<u>Contract Reports</u>	
<u>View/Edit Contacts</u>	
<u>Search Results</u>	
<u>Agreement</u> <u>Name</u> <u>Data1</u>	<u>Agreement</u> <u>Number</u> <u>Data2</u>
<u>Agreement</u> <u>Type</u> <u>Data3</u>	<u>Project #</u> <u>Data4</u>

FIG. 124

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contracts/Agreements</u> Module	<u>Contract/Agreement</u>													
Add Contract/Agreement Search <u>Contracts/Agreements</u> <u>Contract Reports</u> View/Edit Contacts	Agreement Name Name Agreement Number 12323 Agreement Type Contract Project Number 1234 Product Product													
	<u>Contract Summary</u> <table border="1"> <tr> <td data-bbox="846 1039 927 1570">Exclusivity Exclusive</td> <td data-bbox="846 483 927 1039">Form of Agreement Straight Use License</td> </tr> <tr> <td data-bbox="927 1039 976 1570">Type of Revenue Cash</td> <td data-bbox="927 483 976 1039">Unique T&C Text</td> </tr> <tr> <td colspan="2" data-bbox="976 483 1068 1570">Frequency of Payments Annual Report/Royalty Payment</td> </tr> <tr> <td colspan="2" data-bbox="1068 483 1117 1570">Description A nice piece of IP</td> </tr> <tr> <td colspan="2" data-bbox="1117 483 1182 1570">Termination or Renewal Terms</td> </tr> <tr> <td colspan="2" data-bbox="1182 483 1263 1570"> <div style="border: 1px solid black; height: 40px; width: 100%;"></div> </td> </tr> </table>		Exclusivity Exclusive	Form of Agreement Straight Use License	Type of Revenue Cash	Unique T&C Text	Frequency of Payments Annual Report/Royalty Payment		Description A nice piece of IP		Termination or Renewal Terms		<div style="border: 1px solid black; height: 40px; width: 100%;"></div>	
Exclusivity Exclusive	Form of Agreement Straight Use License													
Type of Revenue Cash	Unique T&C Text													
Frequency of Payments Annual Report/Royalty Payment														
Description A nice piece of IP														
Termination or Renewal Terms														
<div style="border: 1px solid black; height: 40px; width: 100%;"></div>														
	Confidentiality Period 2/14/2000 Notice Date 2/14/2000													

FIG. 125

Confidentiality Period 2/14/2000	Notice Date 2/14/2000
Effective Date 2/14/2000	
Termination/Renewal Date 2/14/2000	Reason for Termination None

BellSouth Business Unit

BellSouth Business Unit	Royalty Percentage
Cellular	100

Parties to the Contract

Company Name	Type	Contact
Party	Remarking	Carte Pate

IP Covered by License

IP Type	Name	Ref #
Patent	Cell Phone	1234

Actions/Payments Due

T02050" T0005460

Actions/Payments Due

Expected Due Date	Actual Date	Action Type	Expected Amount	Actual Amount	Expected Action	Actual Action	Internal Contact	External Contact	Comments

Comments

File Name

Comments

Edit

FIG. 127

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory

Marketing Contracts/Agreements Searching/Reporting Contacts

Contracts/Agreements
Module

Add Contract/Agreement

Search
Contracts/Agreements

Contract Reports

View/Edit Contacts

Edit Contract/Agreement

Agreement Name Agreement Number 12323

Agreement Type Project Number

Product

Contract Summary

Exclusivity <input type="text"/>	Form of Agreement <input type="text"/>
Type of Revenue <input type="text"/>	Unique T&C <input type="text"/>
Frequency of Payments <input type="text"/>	
Description <input type="text"/>	

Termination or Renewal Terms

FIG. 128

Termination or Renewal Terms

Confidentiality Period

Effective Date

Termination/Renewal Date

Notice Date

Reason for Termination

BellSouth Business Units

BellSouth Business Unit

Royalty Percentage

Add BellSouth BU

Remove BellSouth BU

Parties to the Contract

Company Name

Type

Contact

Add Party

Remove Party

IP Covered by License

FIG. 129

IP Covered by License

IP Type	Name	Ref#
---------	------	------

Add Associated IP

Remove Associated IP

Action/Payments Due

Expected Due Date	Actual Date	Action Type	Expected Amount	Actual Amount	Expected Action	Actual Action	Internal Responsible Party	External Responsible Party	Comments

Add Action Item

Remove Action Item

Add Internal Party

Add External Party

Comments

FIG. 130

FO2050" FO005/60

<u>Comments</u>	
<div></div>	
<div></div>	<div>Remove File</div>
<div>File to Attach</div>	
<div></div>	<div>File Name</div>
<div></div>	<div>Comments</div>
<div>Submit</div>	<div>Cancel</div>

FIG. 131

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
 Inventory Inventory

Contract/Agreements
Module

Add Contract/Agreement

Search
Contracts/Agreements

Contract Reports

Upcoming

Termination Report

Royalty/Reporting

Requirements Ey

Date

Contracts Ey

BellSouth Business

Unit

Financial Report Ey

Period

Contracts Reports

Please select a report from the left menu
 bar.

FIG. 132

Please select a report from the left menu bar.

Search	Upcoming
Contracts/Agreements	Termination Report
Contract Reports	Royalty/Reporting
	Requirements By
	Date
	Contracts By
	BellSouth Business
	Unit
	Financial Report By
	Period
	Financial Report By
	BellSouth Business
	Unit
	Action Report
	Early Report
	View/Edit Contracts

1. *Chlorophyll a* (Chl *a*)
 2. *Chlorophyll b* (Chl *b*)
 3. *Chlorophyll c* (Chl *c*)
 4. *Chlorophyll d* (Chl *d*)
 5. *Chlorophyll e* (Chl *e*)
 6. *Chlorophyll f* (Chl *f*)
 7. *Chlorophyll g* (Chl *g*)
 8. *Chlorophyll h* (Chl *h*)
 9. *Chlorophyll i* (Chl *i*)
 10. *Chlorophyll j* (Chl *j*)
 11. *Chlorophyll k* (Chl *k*)
 12. *Chlorophyll l* (Chl *l*)
 13. *Chlorophyll m* (Chl *m*)
 14. *Chlorophyll n* (Chl *n*)
 15. *Chlorophyll o* (Chl *o*)
 16. *Chlorophyll p* (Chl *p*)
 17. *Chlorophyll q* (Chl *q*)
 18. *Chlorophyll r* (Chl *r*)
 19. *Chlorophyll s* (Chl *s*)
 20. *Chlorophyll t* (Chl *t*)
 21. *Chlorophyll u* (Chl *u*)
 22. *Chlorophyll v* (Chl *v*)
 23. *Chlorophyll w* (Chl *w*)
 24. *Chlorophyll x* (Chl *x*)
 25. *Chlorophyll y* (Chl *y*)
 26. *Chlorophyll z* (Chl *z*)
 27. *Chlorophyll aa* (Chl *aa*)
 28. *Chlorophyll ab* (Chl *ab*)
 29. *Chlorophyll ac* (Chl *ac*)
 30. *Chlorophyll ad* (Chl *ad*)
 31. *Chlorophyll ae* (Chl *ae*)
 32. *Chlorophyll af* (Chl *af*)
 33. *Chlorophyll ag* (Chl *ag*)
 34. *Chlorophyll ah* (Chl *ah*)
 35. *Chlorophyll ai* (Chl *ai*)
 36. *Chlorophyll aj* (Chl *aj*)
 37. *Chlorophyll ak* (Chl *ak*)
 38. *Chlorophyll al* (Chl *al*)
 39. *Chlorophyll am* (Chl *am*)
 40. *Chlorophyll an* (Chl *an*)
 41. *Chlorophyll ao* (Chl *ao*)
 42. *Chlorophyll ap* (Chl *ap*)
 43. *Chlorophyll aq* (Chl *aq*)
 44. *Chlorophyll ar* (Chl *ar*)
 45. *Chlorophyll as* (Chl *as*)
 46. *Chlorophyll at* (Chl *at*)
 47. *Chlorophyll au* (Chl *au*)
 48. *Chlorophyll av* (Chl *av*)
 49. *Chlorophyll aw* (Chl *aw*)
 50. *Chlorophyll ax* (Chl *ax*)
 51. *Chlorophyll ay* (Chl *ay*)
 52. *Chlorophyll az* (Chl *az*)
 53. *Chlorophyll aza* (Chl *aza*)
 54. *Chlorophyll abz* (Chl *abz*)
 55. *Chlorophyll acz* (Chl *acz*)
 56. *Chlorophyll adz* (Chl *adz*)
 57. *Chlorophyll aez* (Chl *aez*)
 58. *Chlorophyll afz* (Chl *afz*)
 59. *Chlorophyll agz* (Chl *agz*)
 60. *Chlorophyll ahz* (Chl *ahz*)
 61. *Chlorophyll aiz* (Chl *aiz*)
 62. *Chlorophyll ajz* (Chl *ajz*)
 63. *Chlorophyll akz* (Chl *akz*)
 64. *Chlorophyll alz* (Chl *alz*)
 65. *Chlorophyll amz* (Chl *amz*)
 66. *Chlorophyll anz* (Chl *anz*)
 67. *Chlorophyll aoz* (Chl *aoz*)
 68. *Chlorophyll apz* (Chl *apz*)
 69. *Chlorophyll aqz* (Chl *aqz*)
 70. *Chlorophyll arz* (Chl *arz*)
 71. *Chlorophyll asz* (Chl *asz*)
 72. *Chlorophyll atz* (Chl *atz*)
 73. *Chlorophyll auz* (Chl *auz*)
 74. *Chlorophyll avz* (Chl *avz*)
 75. *Chlorophyll awz* (Chl *awz*)
 76. *Chlorophyll axz* (Chl *axz*)
 77. *Chlorophyll ayz* (Chl *ayz*)
 78. *Chlorophyll ayz* (Chl *ayz*)
 79. *Chlorophyll azz* (Chl *azz*)
 80. *Chlorophyll azaa* (Chl *aza*)
 81. *Chlorophyll abz* (Chl *abz*)
 82. *Chlorophyll acz* (Chl *acz*)
 83. *Chlorophyll adz* (Chl *adz*)
 84. *Chlorophyll aez* (Chl *aez*)
 85. *Chlorophyll afz* (Chl *afz*)
 86. *Chlorophyll agz* (Chl *agz*)
 87. *Chlorophyll ahz* (Chl *ahz*)
 88. *Chlorophyll aiz* (Chl *aiz*)
 89. *Chlorophyll ajz* (Chl *ajz*)
 90. *Chlorophyll akz* (Chl *akz*)
 91. *Chlorophyll alz* (Chl *alz*)
 92. *Chlorophyll amz* (Chl *amz*)
 93. *Chlorophyll anz* (Chl *anz*)
 94. *Chlorophyll aoz* (Chl *aoz*)
 95. *Chlorophyll apz* (Chl *apz*)
 96. *Chlorophyll aqz* (Chl *aqz*)
 97. *Chlorophyll arz* (Chl *arz*)
 98. *Chlorophyll asz* (Chl *asz*)
 99. *Chlorophyll atz* (Chl *atz*)
 100. *Chlorophyll auz* (Chl *auz*)
 101. *Chlorophyll avz* (Chl *avz*)
 102. *Chlorophyll awz* (Chl *awz*)
 103. *Chlorophyll axz* (Chl *axz*)
 104. *Chlorophyll ayz* (Chl *ayz*)
 105. *Chlorophyll ayz* (Chl *ayz*)
 106. *Chlorophyll azz* (Chl *azz*)
 107. *Chlorophyll azaa* (Chl *aza*)
 108. *Chlorophyll abz* (Chl *abz*)
 109. *Chlorophyll acz* (Chl *acz*)
 110. *Chlorophyll adz* (Chl *adz*)
 111. *Chlorophyll aez* (Chl *aez*)
 112. *Chlorophyll afz* (Chl *afz*)
 113. *Chlorophyll agz* (Chl *agz*)
 114. *Chlorophyll ahz* (Chl *ahz*)
 115. *Chlorophyll aiz* (Chl *aiz*)
 116. *Chlorophyll ajz* (Chl *ajz*)
 117. *Chlorophyll akz* (Chl *akz*)
 118. *Chlorophyll alz* (Chl *alz*)
 119. *Chlorophyll amz* (Chl *amz*)
 120. *Chlorophyll anz* (Chl *anz*)
 121. *Chlorophyll aoz* (Chl *aoz*)
 122. *Chlorophyll apz* (Chl *apz*)
 123. *Chlorophyll aqz* (Chl *aqz*)
 124. *Chlorophyll arz* (Chl *arz*)
 125. *Chlorophyll asz* (Chl *asz*)
 126. *Chlorophyll atz* (Chl *atz*)
 127. *Chlorophyll auz* (Chl *auz*)
 128. *Chlorophyll avz* (Chl *avz*)
 129. *Chlorophyll awz* (Chl *awz*)
 130. *Chlorophyll axz* (Chl *axz*)
 131. *Chlorophyll ayz* (Chl *ayz*)
 132. *Chlorophyll ayz* (Chl *ayz*)
 133.

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory

Marketing Contracts/Agreements Searching/Reporting Contacts

Contract/Agreements
Module

Add Contract/Agreement

Search
Contracts/Agreements

Contract Reports

Upcoming

Termination

Report

Royalty/Reporting

Requirements Ev

Date

Contracts Ev

East/South

Business Unit

Financial Report

Ev Period

Upcoming Termination Report

Agreement Type

Period Covered By Report:

Start Date

End Date

OR

Time Period

FIG. 134

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

<u>IP</u> Inventory	<u>Product</u> Inventory	<u>Marketing Contracts/Agreements Searching/Reporting Contacts</u>
<u>Contract/Agreements Module</u>		
<u>Add Contract/Agreement</u> <u>Search</u> Contracts/Agreements	<div data-bbox="446 913 511 1585">Upcoming Termination Report</div> <div data-bbox="592 1333 641 1585">Agreement Type</div> <div data-bbox="690 1270 917 1585"> <input type="checkbox"/> Contract <input type="checkbox"/> Internal Use <input type="checkbox"/> Marketing (External) <input type="checkbox"/> IP CO/Affiliates <input type="checkbox"/> All </div> <div data-bbox="690 1207 722 1270">Report:</div> <div data-bbox="738 997 787 1270">End Date</div> <div data-bbox="917 1333 966 1585"> <input type="button" value="Search"/> <input type="button" value="Cancel"/> </div>	
<u>Contract Reports</u>		
<u>Upcoming</u>		
<u>Termination</u>		
<u>Report</u>		
<u>Royalty/Reporting</u>		
<u>Requirements By</u>		
<u>Date</u>		
<u>Contracts By</u>		
<u>PellSouth</u>		
<u>Business Unit</u>		
<u>Financial Report</u>		
<u>By Period</u>		

FIG. 135

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory

Marketing Contracts/Agreements Searching/Reporting Contacts

Contract/Agreements
Module

Add Contract/Agreement

Search
Contracts/Agreements

Contract Reports

Upcoming

Termination

Report

Royalty/Reporting

Requirements By

Date

Contracts By

BellSouth

Business Unit

Financial Report

By Period

Upcoming Termination Report

Agreement Type

Period Covered By Report:

Start Date

End Date

OR

Time Period

Search

Ca

Next 30 Days

Next 60 Days

Next Year

FIG. 136

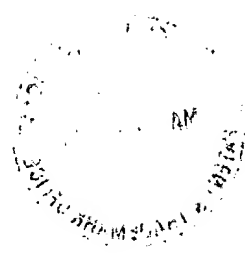
INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreements</u> <u>Module</u>		<u>Upcoming Termination Report</u>			
<u>Add Contract/Agreement</u> <u>Search</u> <u>Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming</u> <u>Termination Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>East/South Business</u> <u>Unit</u> <u>Financial Report By</u> <u>Period</u>		<u>Effective</u> <u>Date</u> Data1	<u>Notice</u> <u>Date</u> Data2	<u>Termination</u> <u>Date</u> Data3	<u>Contract</u> <u>Name</u> Data4
				<u>Contract #</u> Data5	<u>Customer</u> Data6

FIG. 137





INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
<div> <div>IP</div> <div>Product</div> <div>Inventory</div> <div>Inventory</div> </div>	<div>Marketing Contracts/Agreements Searching/Reporting Contacts</div>
<div> <div>Contract/Agreements</div> <div>Module</div> </div>	<div> <div>Royalty/Reporting Requirements By Date Report</div> </div>
<div> <div>Add Contract/Agreement</div> <div>Search</div> <div>Contracts/Agreements</div> <div>Contract Reports</div> <div>Upcoming</div> <div>Termination</div> <div>Report</div> <div>Royalty/Reporting</div> <div>Requirements By</div> <div>Date</div> <div>Contracts By</div> <div>By/South</div> <div>Business Unit</div> <div>Financial Report</div> <div>By Period</div> </div>	<div> <div>Agreement Type</div> <div> <input type="text"/> </div> <div>Period Covered By Report:</div> <div> <div>Start Date</div> <div> <input type="text"/> </div> <div>End Date</div> <div> <input type="text"/> </div> </div> <div>OR</div> <div>Time Period</div> <div> <input type="text"/> </div> <div> <div>Search</div> <div>Cancel</div> </div> </div>

FIG. 138

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreement</u> <u>Module</u>	<u>Royalty/Reporting Requirements By Date</u> <u>Report</u>
<u>Add Contract/Agreement</u>	<u>Expected</u> <u>Contract</u> <u>Action</u> <u>Expected</u> <u>Action</u> <u>Expected</u> <u>Action</u> <u>Name</u> <u>Due</u> <u>Type</u> <u>Amount</u> <u>Amount</u> <u>Action</u> <u>Action</u> <u>Date</u> <u>Date</u> <u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u>
<u>Search Contracts/Agreements</u>	
<u>Contract Reports</u>	
<u>Upcoming Termination</u> <u>Report</u>	
<u>Royalty/Reporting</u> <u>Requirements By Date</u>	
<u>Contracts By</u> <u>BellSouth Business</u>	
<u>Unit</u> <u>Financial Report By</u>	
<u>Period</u> <u>Financial Report By</u>	
<u>BellSouth Business</u> <u>Unit</u>	

FIG. 139





INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory




<u>Contract/Agreements</u> <u>Module</u>	<u>Contracts By BellSouth Business Unit</u>
<u>Add Contract/Agreement</u> <u>Search Contracts/Agreements</u> <u>Contract Reports</u>	<u>Agreement Type</u> <input type="text"/>  <u>Period Covered By Report:</u> <u>Start Date</u> <input type="text"/>  <u>End Date</u> <input type="text"/> OR <u>Time Period</u> <input type="text"/> 
<u>Upcoming Termination</u> <u>Report</u> <u>Royalty/Reporting</u> <u>Requirements By Date</u> <u>Contracts By BellSouth</u> <u>Business Unit</u> <u>Financial Report By</u> <u>Period</u> <u>Financial Report By</u> <u>BellSouth Business</u> <u>Unit</u> <u>Action Report</u>	<input type="button" value="Search"/> <input type="button" value="Cancel"/>

FIG. 140

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreement Module</u>	<u>Contracts By BellSouth Business Unit</u>
<u>Add Contract/Agreement</u>	Period Covered By Report: Date Report Run:
<u>Search Contracts/Agreements</u>	
<u>Contract Reports</u>	
<u>Upcoming Termination Report</u>	<u>BellSouth Business Unit</u> <u>Agreement Name</u> <u>Product</u> <u>Parties</u> <u>Effective Date</u> <u>Termination Date</u>
<u>Royalty/Reporting Requirements By Date</u>	Data Data Data Data Data Data
<u>Contracts By BellSouth Business Unit</u>	
<u>Financial Report By Period</u>	
<u>Financial Report By BellSouth Business Unit</u>	
<u>Action Report</u>	

FIG. 141





INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
<p><u>IP</u> <u>Product</u></p> <p><u>Inventory</u> <u>Inventory</u></p>	<p><u>Marketing Contracts/Agreements Searching/Reporting Contacts</u></p>
<p><u>Contract/Agreements</u></p> <p><u>Module</u></p> <p><u>Add Contract/Agreement</u></p> <p><u>Search</u></p> <p><u>Contracts/Agreements</u></p> <p><u>Contract Reports</u></p> <p><u>Upcoming</u></p> <p><u>Termination</u></p> <p><u>Report</u></p> <p><u>Royalty/Reporting</u></p> <p><u>Requirements By</u></p> <p><u>Date</u></p> <p><u>Contracts By</u></p> <p><u>East/South</u></p> <p><u>Business Unit</u></p> <p><u>Financial Report</u></p> <p><u>By Period</u></p>	<p><u>Financial Report By Period</u></p> <p>Agreement Type <input type="text"/></p> <p>Period Covered By Report:</p> <p>Start Date <input type="text"/> End Date <input type="text"/></p> <p>OR</p> <p>Time Period <input type="text"/></p> <p><input type="button" value="Search"/> <input type="button" value="Cancel"/></p>

FIG. 142

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreement Module</u>	<u>Financial Report By Period</u>												
<u>Add Contract/Agreement</u> <u>Search Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming Termination Report</u> <u>Royalty/Reporting Requirements By Date</u> <u>Contracts By BellSouth Business Unit</u> <u>Financial Report By Period</u> <u>Financial Report By BellSouth Business Unit</u> <u>Action Report</u>	<p>Period Covered By Report: Date Report Run:</p> <table> <tr> <td><u>Contract Name</u></td> <td><u>BellSouth Business Unit</u></td> <td><u>Parties</u></td> <td><u>Amount Due</u></td> <td><u>Date Due</u></td> <td><u>External Contact</u></td> </tr> <tr> <td>Data</td> <td>Data</td> <td>Data</td> <td>Data</td> <td>Data</td> <td>Data</td> </tr> </table>	<u>Contract Name</u>	<u>BellSouth Business Unit</u>	<u>Parties</u>	<u>Amount Due</u>	<u>Date Due</u>	<u>External Contact</u>	Data	Data	Data	Data	Data	Data
<u>Contract Name</u>	<u>BellSouth Business Unit</u>	<u>Parties</u>	<u>Amount Due</u>	<u>Date Due</u>	<u>External Contact</u>								
Data	Data	Data	Data	Data	Data								

FIG. 143



INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreements Module</u>	<u>Financial Report By BellSouth Business Unit</u>
<u>Add Contract/Agreement</u> <u>Search Contracts/Agreements</u> <u>Contract Reports</u>	<u>Agreement Type</u> <input type="text"/> BellSouth BU <input type="text"/>
<u>Upcoming Termination Report</u>	<u>Period Covered By Report:</u>
<u>Royalty/Reporting Requirements By Date</u>	<u>Start Date</u> <input type="text"/> <u>End Date</u> <input type="text"/>
<u>Contracts By BellSouth Business Unit</u>	OR
<u>Financial Report By Period</u>	<u>Time Period</u> <input type="text"/>
<u>Financial Report By BellSouth Business Unit</u>	<input type="button" value="Search"/> <input type="button" value="Cancel"/>
<u>Action Report</u>	
<u>Party Report</u>	

FIG. 144

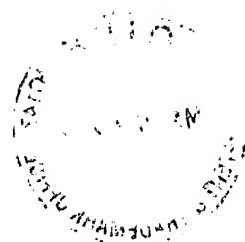


INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contracts
Inventory Inventory

<u>Contract/Agreement Module</u>	<u>Financial Report By BellSouth Business Unit</u>																		
<u>Add Contract/Agreement</u> <u>Search Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming Termination Report</u> <u>Royalty/Reporting Requirements By Date</u> <u>Contracts By BellSouth Business Unit</u> <u>Financial Report By Period</u> <u>Financial Report By BellSouth Business Unit</u> <u>Action Report</u>	<p>Period Covered By Report: Date Report Run:</p> <table><tr><td><u>BellSouth Business Unit</u></td><td><u>Agreement Name</u></td><td><u>Expected Amount</u></td><td><u>Actual Amount</u></td><td><u>Date Due</u></td><td><u>External Contact</u></td></tr><tr><td><u>Parties</u></td><td><u>Unit</u></td><td><u>Data</u></td><td><u>Data</u></td><td><u>Data</u></td><td><u>Data</u></td></tr><tr><td><u>Data</u></td><td><u>Data</u></td><td><u>Data</u></td><td><u>Data</u></td><td><u>Data</u></td><td><u>Data</u></td></tr></table>	<u>BellSouth Business Unit</u>	<u>Agreement Name</u>	<u>Expected Amount</u>	<u>Actual Amount</u>	<u>Date Due</u>	<u>External Contact</u>	<u>Parties</u>	<u>Unit</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>
<u>BellSouth Business Unit</u>	<u>Agreement Name</u>	<u>Expected Amount</u>	<u>Actual Amount</u>	<u>Date Due</u>	<u>External Contact</u>														
<u>Parties</u>	<u>Unit</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>														
<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>														

FIG. 145





INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreement Module</u>	<u>Action Report</u>
<u>Add Contract/Agreement</u>	<u>Agreement Type</u> . <input type="text"/>
<u>Search Contracts/Agreements</u>	<u>Action Type</u> . <input type="text"/>
<u>Contract Reports</u>	<u>Period Covered By Report:</u>
<u>Upcoming Termination</u>	<u>Start Date</u> <input type="text"/> <u>End Date</u> <input type="text"/>
<u>Report</u>	OR
<u>Royalty/Reporting</u>	<u>Time Period</u> . <input type="text"/>
<u>Requirements By Date</u>	<u>Sort By:</u>
<u>Contracts By BellSouth</u>	<u>Sort 1:</u> . <input type="text"/>
<u>Business Unit</u>	<u>Sort 2:</u> . <input type="text"/>
<u>Financial Report By</u>	<u>Sort 3:</u> . <input type="text"/>
<u>Period</u>	<input type="button" value="Search"/> <input type="button" value="Cancel"/>
<u>Financial Report By</u>	
<u>BellSouth Business</u>	
<u>Unit</u>	
<u>Action Report</u>	

FIG. 146



INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Contract/Agreement Module	Action Report
Add Contract/Agreement	Agreement Type <input type="text"/>
Search Contracts/Agreements	Action Type <input type="text"/>
Contract Reports	Period Covered By Report: <input type="text"/>
Upcoming Termination Report	Start Date <input type="text"/>
Royalty/Reporting Requirements By Date	OR
Contracts By BellSouth Business Unit	Time Period <input type="text"/>
Financial Report By Period	Sort By:
Financial Report By BellSouth Business Unit	Sort 1: <input type="text"/>
Unit	Sort 2: <input type="text"/>
Action Report	Sort 3: <input type="text"/>
Report	Search <input type="text"/>
	Internal Responsible Party External Responsible Party Due Date Contract Name
	End Date <input type="text"/>

FIG. 147



INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product
Inventory Inventory

Marketing Contracts/Agreements Searching/Reporting Contacts

<u>Contract/Agreement Module</u>	<u>Action Report</u>
<u>Add Contract/Agreement</u>	Period Covered By Report: Date Report Run:
<u>Search Contracts/Agreements</u>	
<u>Contract Reports</u>	<u>Expected Agreement</u> <u>Action</u> <u>Expected</u> <u>Expected</u> <u>Internal</u> <u>External</u> <u>Due Date</u> <u>Name</u> <u>Type</u> <u>Action</u> <u>Amount</u> <u>Contact</u> <u>Contact</u>
<u>Upcoming</u>	<u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u>
<u>Termination</u>	
<u>Report</u>	
<u>Royalty/Reporting</u>	
<u>Requirements By</u>	
<u>Date</u>	
<u>Contracts By</u>	
<u>BellSouth</u>	
<u>Business Unit</u>	
<u>Financial Report</u>	
<u>By Period</u>	

FIG. 148

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreements Module</u>	<u>Party Report</u>
<u>Add Contract/Agreement</u> <u>Search Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming</u> <u>Termination Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth Business</u> <u>Unit</u> <u>Financial Report By</u> <u>Period</u>	<div> <input type="text"/> <input type="button" value="Add Party"/> </div> <div> <input type="text"/> <input checked="" type="checkbox"/> Parties </div> <div> <u>Period Covered By Report:</u> <div> <input type="text"/> <input type="text"/> </div> <div> Start Date OR Time Period </div> <div> <input type="text"/> <input checked="" type="checkbox"/> </div> <div> <input type="button" value="Search"/> <input type="button" value="Cancel"/> </div> <div> <input type="text"/> <input type="text"/> </div> <div> End Date </div> </div>

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Contract/Agreements Module</u>	<u>Party Report</u>										
<u>Add Contract/Agreement</u> <u>Search</u> <u>Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming</u> <u>Termination Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth Business</u> <u>Unit</u> <u>Financial Report By</u> <u>Period</u>	<u>Period Covered By Report:</u> <u>Date Report Run:</u> <table><tr><td><u>Agreement Name</u></td><td><u>BellSouth Business Unit</u></td><td><u>Amount Due</u></td><td><u>Date Due</u></td><td><u>External Contact</u></td></tr><tr><td><u>Parties</u> Data</td><td>Data</td><td>Data</td><td>Data</td><td>Data</td></tr></table>	<u>Agreement Name</u>	<u>BellSouth Business Unit</u>	<u>Amount Due</u>	<u>Date Due</u>	<u>External Contact</u>	<u>Parties</u> Data	Data	Data	Data	Data
<u>Agreement Name</u>	<u>BellSouth Business Unit</u>	<u>Amount Due</u>	<u>Date Due</u>	<u>External Contact</u>							
<u>Parties</u> Data	Data	Data	Data	Data							

FIG. 150



INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Searching/Reporting Module

Contract Reports

Upcoming Termination Report

Royalty/Reporting

Requirements By Date

Contracts By BellSouth Entity

Report

Financial Report By Period

Financial Report By BellSouth

Entity

Action Report

Party Report

Standard Project Reports

Top Deals

Customer Report

Re-marketing Report

Status Level Report

BellSouth Entity Report

Cross Module Searching

FIG. 151



INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Reporting Module		Cross Module Searching	
<u>Contract Reports</u> <u>Upcoming</u> <u>Termination</u> <u>Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth Entity</u> <u>Report</u> <u>Financial Report</u> <u>By Period</u> <u>Financial Report</u> <u>By BellSouth</u> <u>Entity</u>		<u>Output Display:</u> <div>Item1</div> <div>Item2</div> <div>Item3</div> <div>Item4</div> <div>Item5</div> <u>Where:</u> <div>Criteria 1</div> <div>Criteria 2</div> <div>Operator and</div> <div>Search</div> <div>Cancel</div>	

FIG. 152

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Reporting Module		Cross Module Searching	
<p><u>Contract Reports</u></p> <p><u>Upcoming</u></p> <p><u>Termination</u></p> <p><u>Report</u></p> <p><u>Royalty/Reporting</u></p> <p><u>Requirements By</u></p> <p><u>Date</u></p> <p><u>Contracts By</u></p> <p><u>BellSouth Entity</u></p> <p><u>Report</u></p> <p><u>Financial Report</u></p> <p><u>By Period</u></p> <p><u>Financial Report</u></p> <p><u>By BellSouth</u></p> <p><u>Entity</u></p>		<p><u>Output Display:</u></p> <p>Item1 <input type="checkbox"/> Patents</p> <p>Item2 <input type="checkbox"/> Trademarks</p> <p>Item3 <input type="checkbox"/> Trade Secrets</p> <p>Item4 <input type="checkbox"/> Copyrights</p> <p>Item5 <input type="checkbox"/></p> <p><u>Where:</u></p> <p><input type="checkbox"/> Patents</p> <p><input type="checkbox"/> Trademarks</p> <p><input type="checkbox"/> Trade Secrets</p> <p><input type="checkbox"/> Copyrights</p> <p><input type="checkbox"/> Products</p> <p><input type="checkbox"/> Marketing Opportunities</p> <p><input type="checkbox"/> Contracts</p> <p><u>Operator</u></p> <p><input type="button" value="Search"/> <input type="button" value="Cancel"/></p>	

FIG. 153



INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Reporting Module</u>		<u>Cross Module Searching</u>	
<u>Contract Reports</u> <u>Upcoming</u> <u>Termination</u> <u>Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth Entity</u> <u>Report</u> <u>Financial Report</u> <u>By Period</u> <u>Financial Report</u> <u>By BellSouth</u> <u>Entity</u>		<u>Output Display:</u> <div> <div>Item1</div> <div>Item2</div> <div>Item3</div> <div>Item4</div> <div>Item5</div> </div> <div> <div>Patents</div> <div>Trademarks</div> <div>Trade Secrets</div> <div>Copyrights</div> <div>Products</div> </div> <div> <div>Patent App#</div> <div>Patent Docket #</div> <div>Trademark Name</div> <div>Trademark Application #</div> <div>Trademark Docket #</div> <div>Trade Secret Name</div> <div>Copyright Name</div> <div>BellSouth Entity</div> <div>Product Name</div> <div>BellSouth Business Unit</div> </div> <div> <div>Where:</div> <div>Criteria 1</div> <div>Criteria 2</div> </div> <div> <div>Operator</div> <div>and</div> <div>Criteria 1</div> <div>Criteria 2</div> </div> <div> <div>Search</div> <div>Cancel</div> </div>	

FIG. 154

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

Reporting Module		Cross Module Searching	
<p><u>Contract Reports</u></p> <p><u>Upcoming</u></p> <p><u>Termination</u></p> <p><u>Report</u></p> <p><u>Royalty/Reporting</u></p> <p><u>Requirements By</u></p> <p><u>Date</u></p> <p><u>Contracts By</u></p> <p><u>BellSouth Entity</u></p> <p><u>Report</u></p> <p><u>Financial Report</u></p> <p><u>By Period</u></p> <p><u>Financial Report</u></p> <p><u>By BellSouth</u></p> <p><u>Entity</u></p>		<p><u>Output Display:</u></p> <p>Item1 Patents Trademark Application #</p> <p>Item2 Trademarks Trademark Docket #</p> <p>Item3 Trade Secrets Trade Secret Name</p> <p>Item4 Copyrights Copyright Name</p> <p>Item5 Products BellSouth Entity</p> <p><u>Where:</u> Product Name</p> <p>BellSouth Business Unit</p> <p>Contacts</p> <p>Opportunity Name</p> <p>Agreement Name</p> <p>Agreement Type</p> <p>Criteria 1 BellSouth Business Unit</p> <p>Criteria 2</p> <p>Operator and</p> <p>Search Cancel</p>	

FIG. 155



INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing Contracts/Agreements Searching/Reporting Contacts](#)

<u>Reporting Module</u>	<u>Cross Module Searching</u>								
Contract Reports Upcoming Termination Report Royalty/Reporting Requirements By Date Contracts By BellSouth Entity Report Financial Report By Period Financial Report By BellSouth Entity Action Report Party Report Standard Project Reports Top Deals	Marketing <table border="1"> <tr> <td><u>Name</u></td><td><u>Customer</u></td></tr> <tr> <td><u>Data</u></td><td><u>Data</u></td></tr> </table> Contracts <table border="1"> <tr> <td><u>Name</u></td><td><u>Parties</u></td></tr> <tr> <td><u>Data</u></td><td><u>Data</u></td></tr> </table>	<u>Name</u>	<u>Customer</u>	<u>Data</u>	<u>Data</u>	<u>Name</u>	<u>Parties</u>	<u>Data</u>	<u>Data</u>
<u>Name</u>	<u>Customer</u>								
<u>Data</u>	<u>Data</u>								
<u>Name</u>	<u>Parties</u>								
<u>Data</u>	<u>Data</u>								

FIG. 156

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

View/Edit Contact

View/Edit
Contacts

Search for Contact

Add Contact



FIG. 157

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing Contracts/Agreements](#)
[Searching/Reporting Contacts](#)

Create Contacts View/Edit Contacts		Search for Contacts			
Company Name <input type="text"/>		BellSouth Sub-entity <input type="text"/>			
Type <input type="text"/> N/A <input checked="" type="checkbox"/>		Events			
Date <input type="text"/>		Comments <input type="text"/>		Attached Files <input type="text"/>	
Add Event <input type="button"/>		Remove Event <input type="button"/>		Contacts	



FIG. 158

<u>Contacts</u>			
<u>Name</u>	<u>Title</u>	<u>Country</u>	
<u>Address1</u>	<u>Address2</u>	<u>City</u>	
<u>State</u>	<u>Zip</u>	<u>Phone</u>	
<u>Individual Contact Events</u>			
<u>Date</u>	<u>Comments</u>	<u>Attached Files</u>	
<u>Add Event</u>		<u>Remove Event</u>	
<u>Search</u> <u>Cancel</u>			

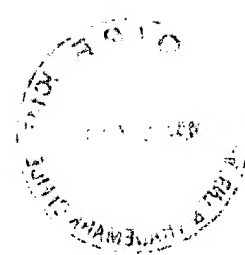


FIG. 159

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>Search for Contacts</u>			
<u>Create Contacts</u> <u>View/Edit</u> <u>Contacts</u>	<u>Company Name</u>	<u>BellSouth Sub-entity</u>	<u>Type</u>
	<u>Data</u>	<u>Data</u>	<u>Data</u>
	<u>Name</u>	<u>Title</u>	<u>Phone</u>
	<u>Data</u>	<u>Data</u>	<u>Data</u>



FIG. 160

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

View/Edit Individual Contact

Name Carter Pate Title Associate Country USA
Address1 123 Smith Address2 City New York
Ave.
State NJ Zip 07000 Phone 201-596-8000

Individual Contact Events

<u>Date</u>	<u>Comments</u>	<u>Attached Files</u>
2/20/2000	Meeting with Tom	presentation.doc

Edit

Create Contacts

View/Edit
Contacts

FIG. 161



INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#) [Product](#) [Marketing Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)
[Inventory](#) [Inventory](#)

Add/Edit Individual Contact

Create Contacts

View/Edit
Contacts

<u>Name</u>	<u>Title</u>	<u>Country</u>
<u>Address1</u>	<u>Address2</u>	<u>City</u>
<u>State</u>	<u>Zip</u>	<u>Phone</u>

Individual Contact Events

<u>Date</u>	<u>Comments</u>	<u>Attached Files</u>
<input type="text"/>	<input type="text"/>	<input type="text"/>

FIG. 162

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts
Inventory Inventory

<u>View Contact</u>										
Company Name Company Name										
BellSouth Sub-entity Entity										
Type IP Group										
<u>Events</u>										
<u>Create Contacts</u>	<table border="1"><tr><td><u>Date</u></td><td><u>Comments</u></td><td><u>Attached Files</u></td></tr><tr><td> </td><td> </td><td> </td></tr></table>	<u>Date</u>	<u>Comments</u>	<u>Attached Files</u>						
<u>Date</u>	<u>Comments</u>	<u>Attached Files</u>								
<u>View/Edit Contacts</u>	<table border="1"><tr><td colspan="3"><u>Contacts</u></td></tr><tr><td colspan="3">Name Title Address1 Address2 City State Country Zip Phone Comments</td></tr><tr><td colspan="3"> </td></tr></table>	<u>Contacts</u>			Name Title Address1 Address2 City State Country Zip Phone Comments					
<u>Contacts</u>										
Name Title Address1 Address2 City State Country Zip Phone Comments										
<u>Edit</u>										

FIG. 163

FOI2050"FOI005260



<u>Contacts</u>								
<u>Name</u>	<u>Title</u>	<u>Address1</u>	<u>Address2</u>	<u>City</u>	<u>State</u>	<u>Zip</u>	<u>Phone</u>	<u>Comments</u>
<div><div>Add Contact</div><div>Remove Contact</div></div> <div><div>Submit</div><div>Cancel</div></div>								

FIG. 165

FIG. 166

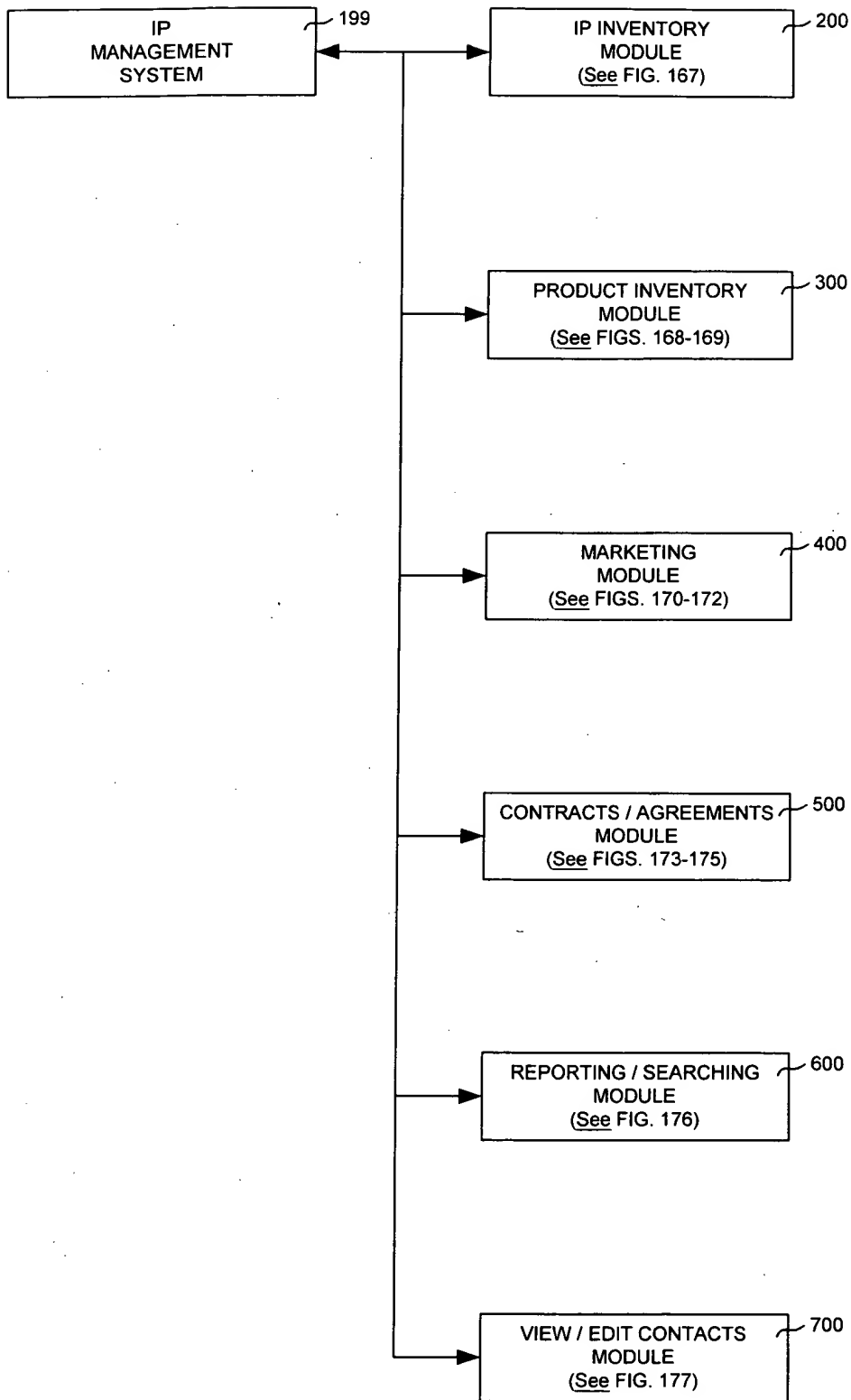


FIG. 166

FIG. 167

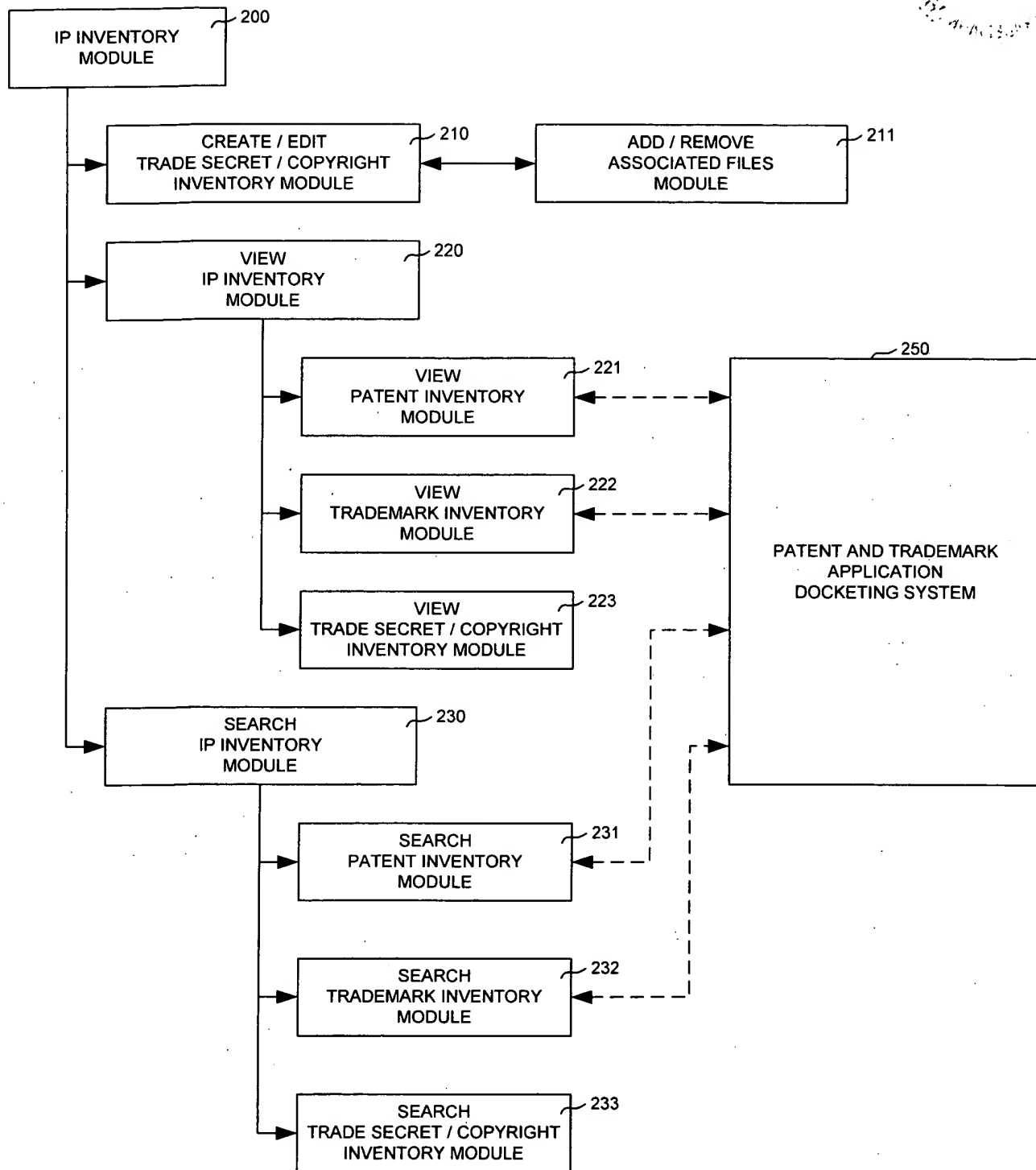


FIG. 167

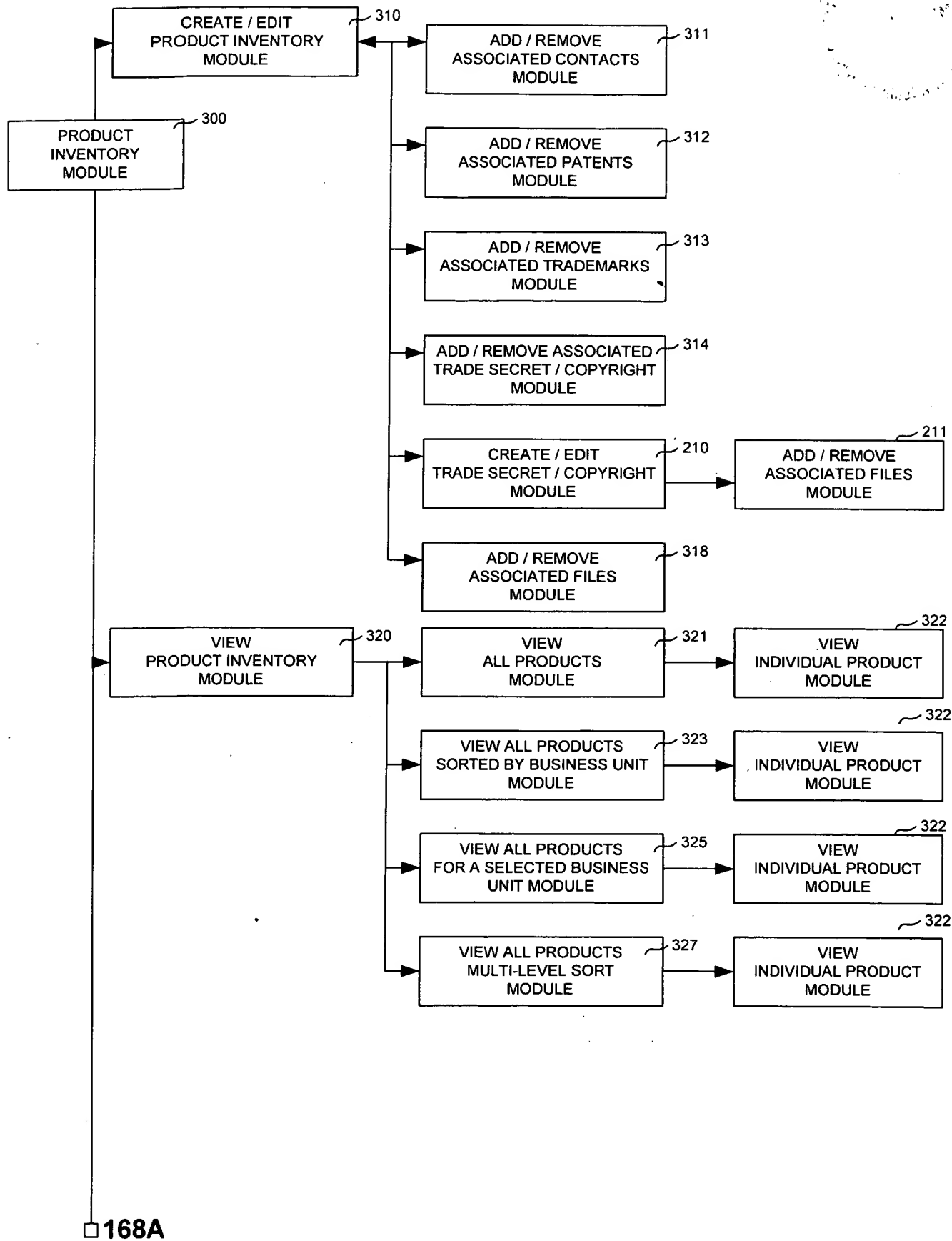


FIG. 168

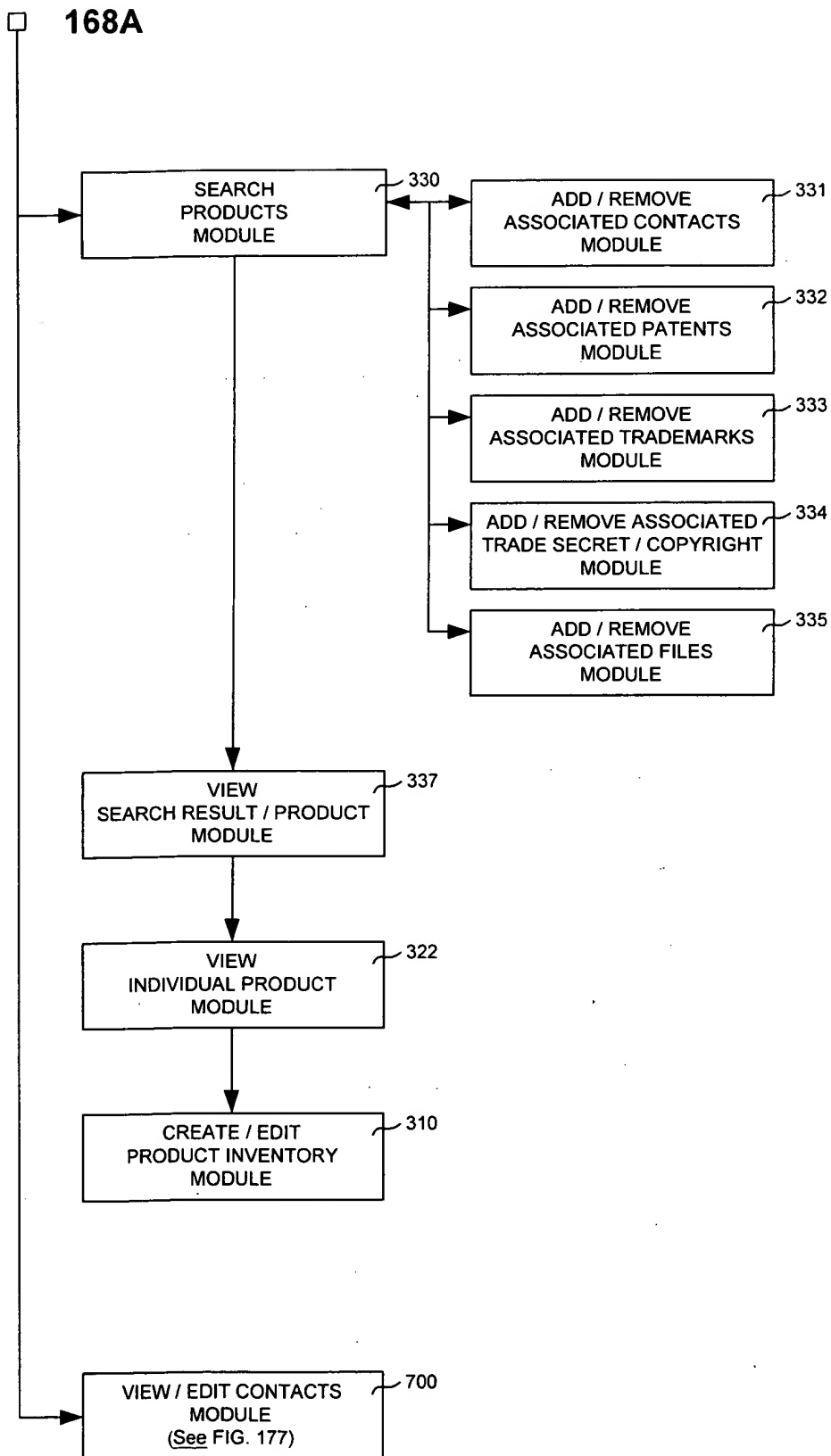


FIG. 169

FIG. 170

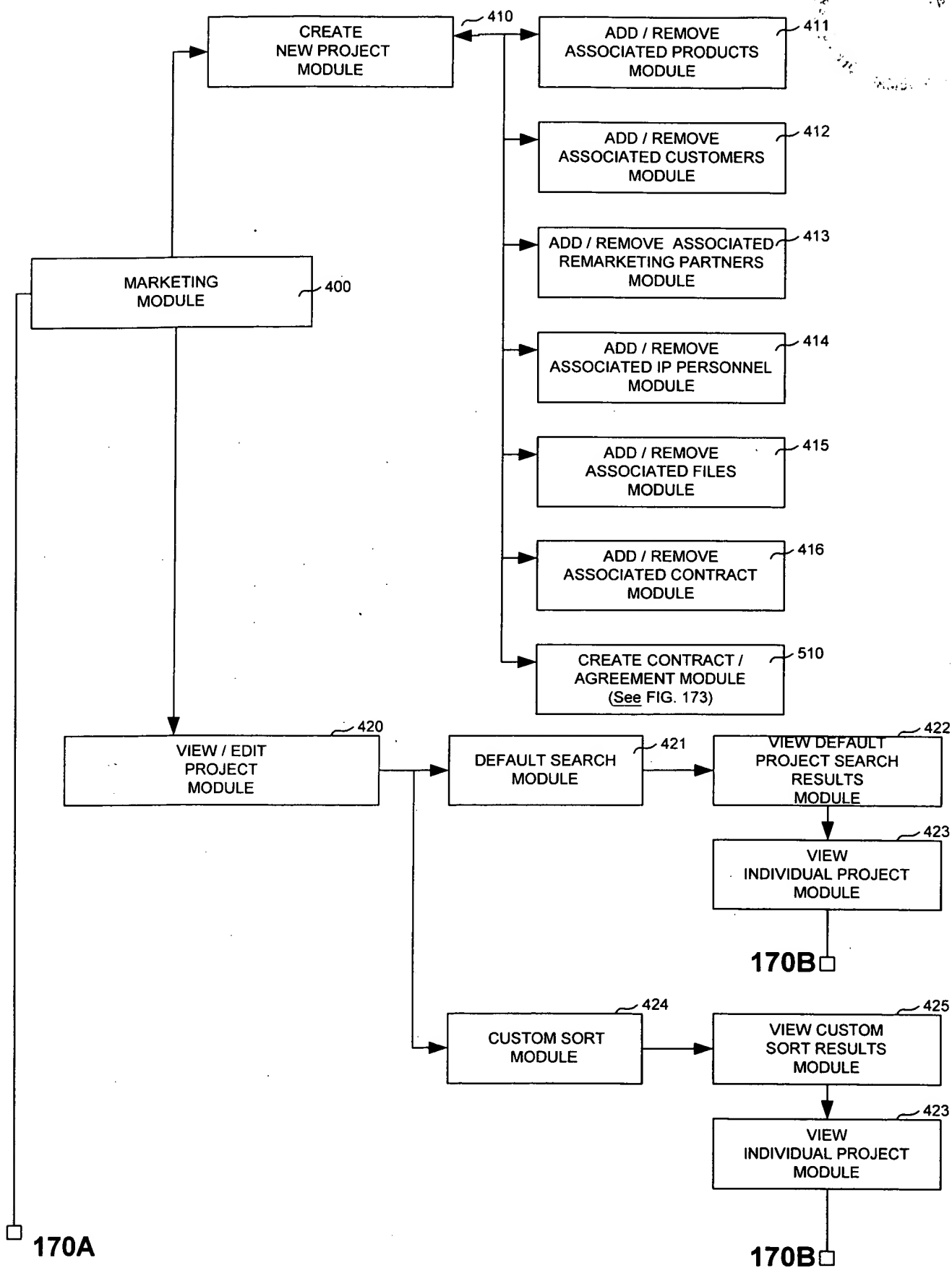


FIG. 170

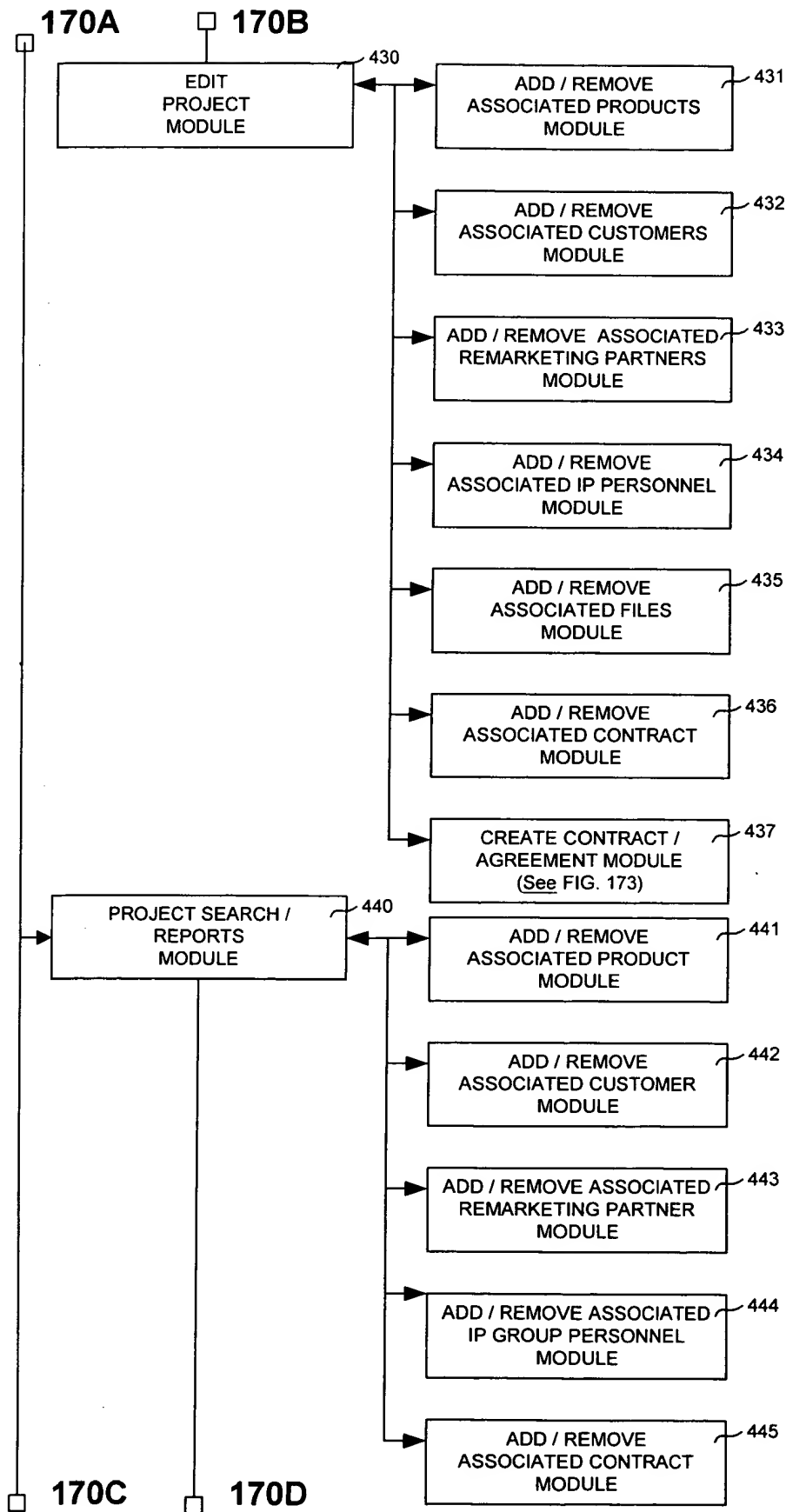
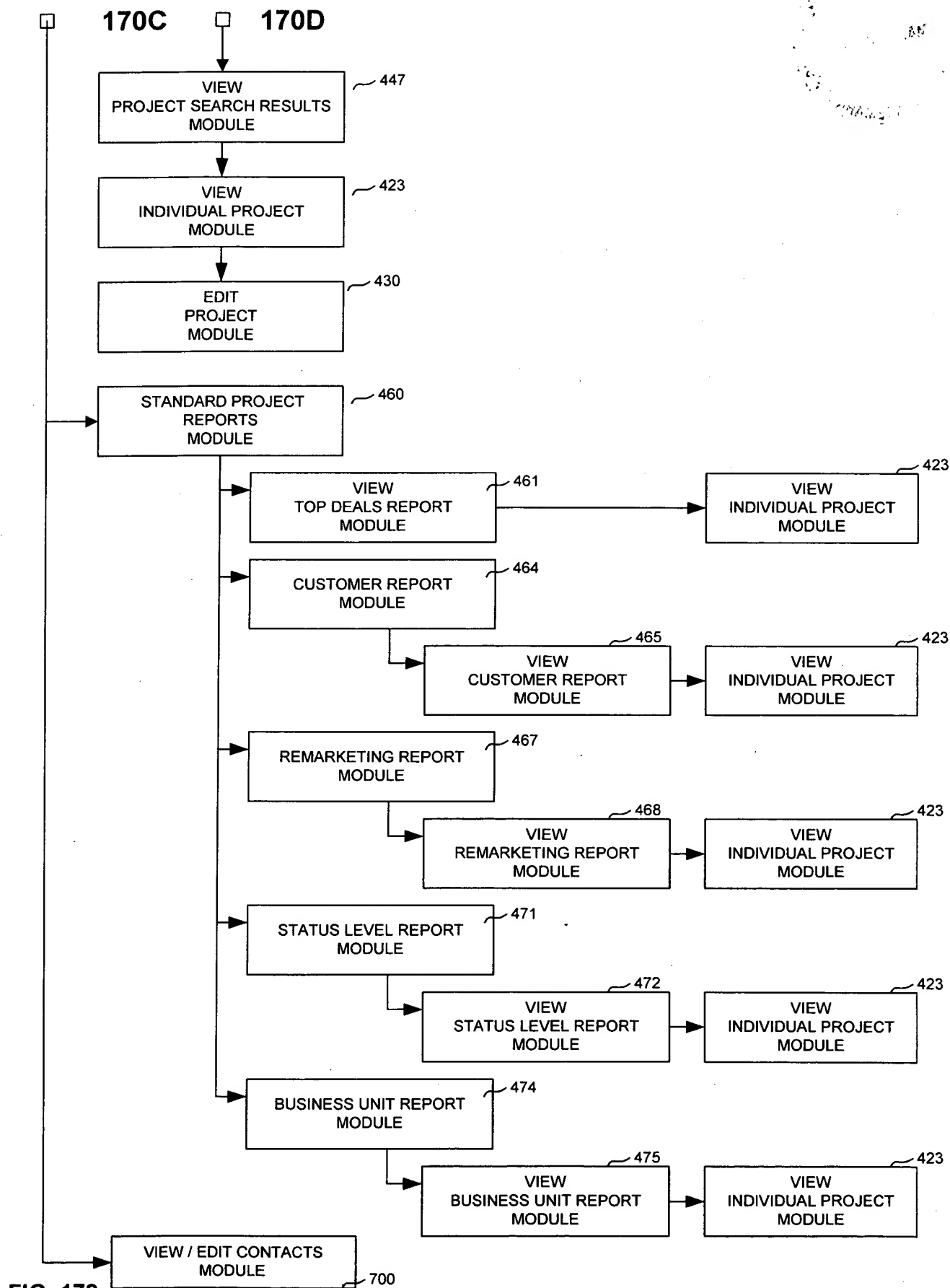
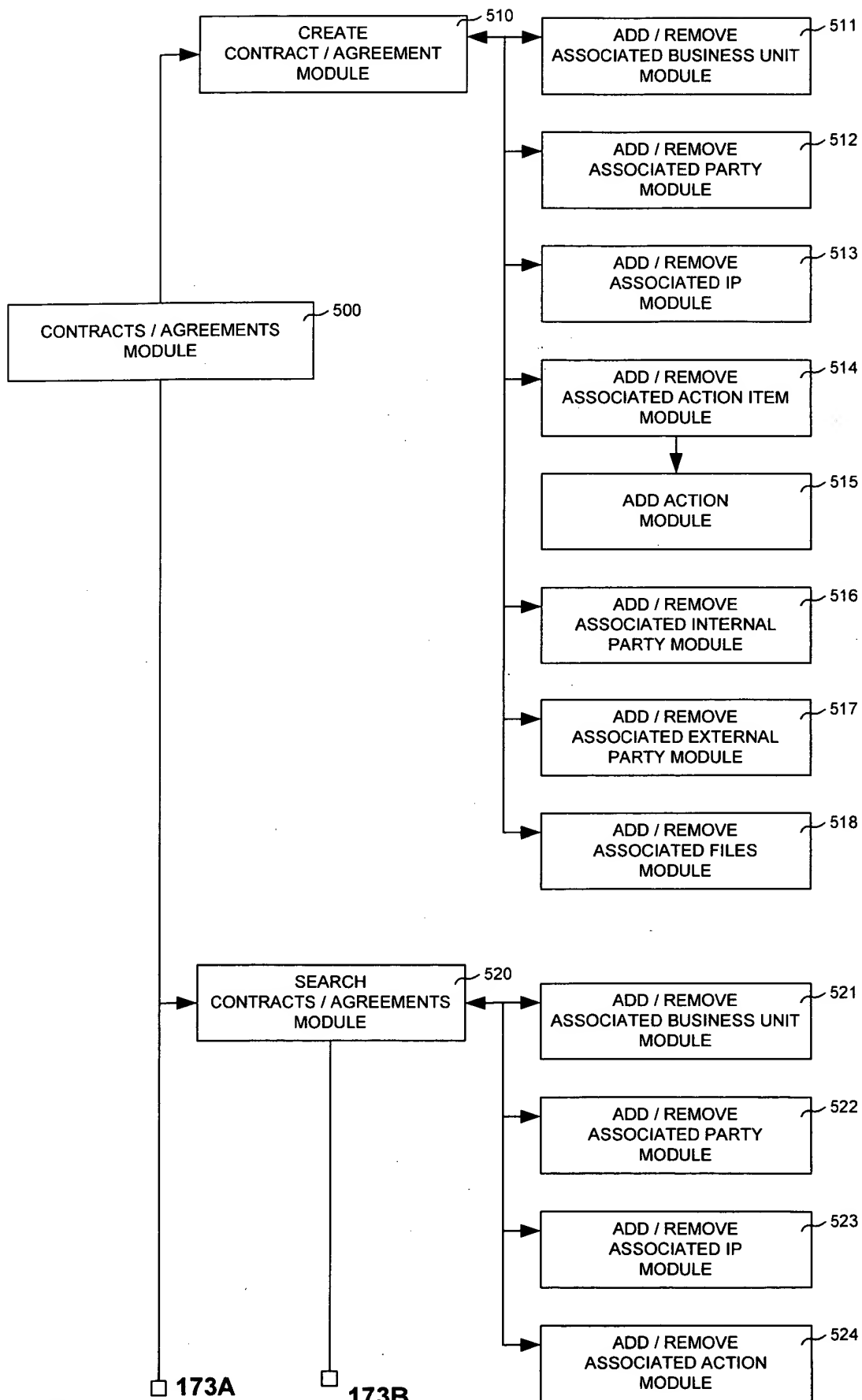


FIG. 171

FIG. 172



09750001.050201



0975001-050201

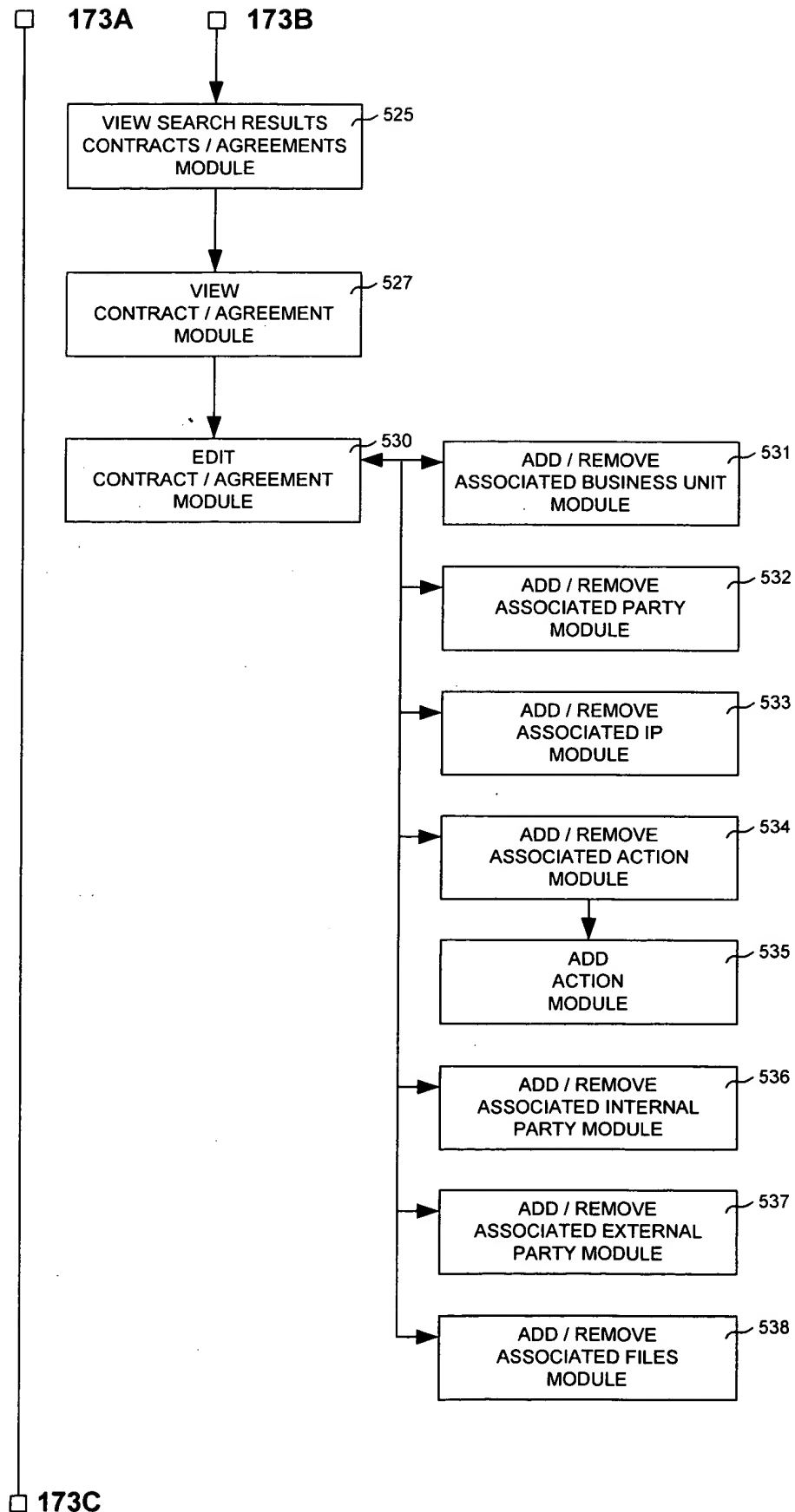
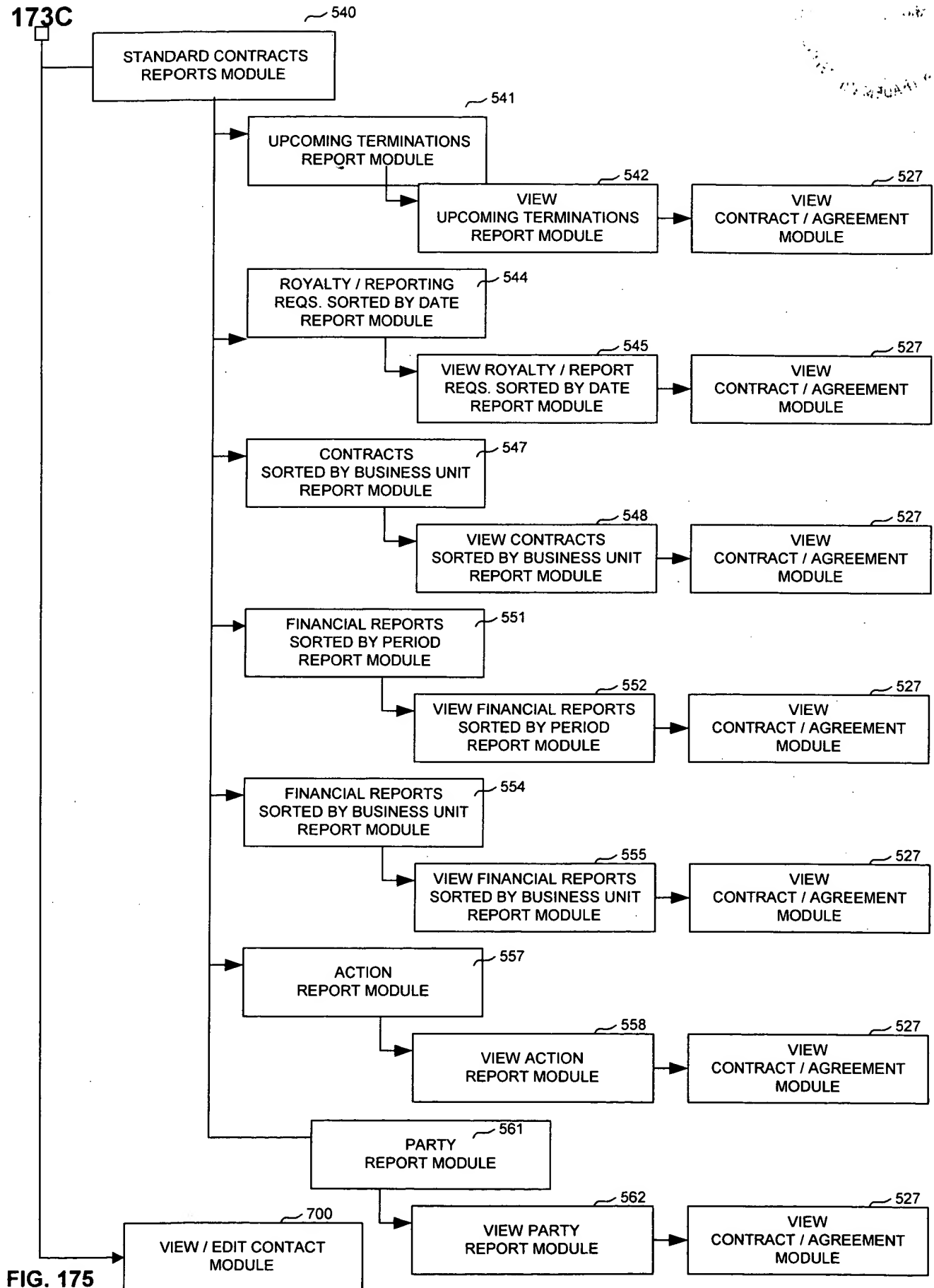


FIG. 174

173C



0950001-050201

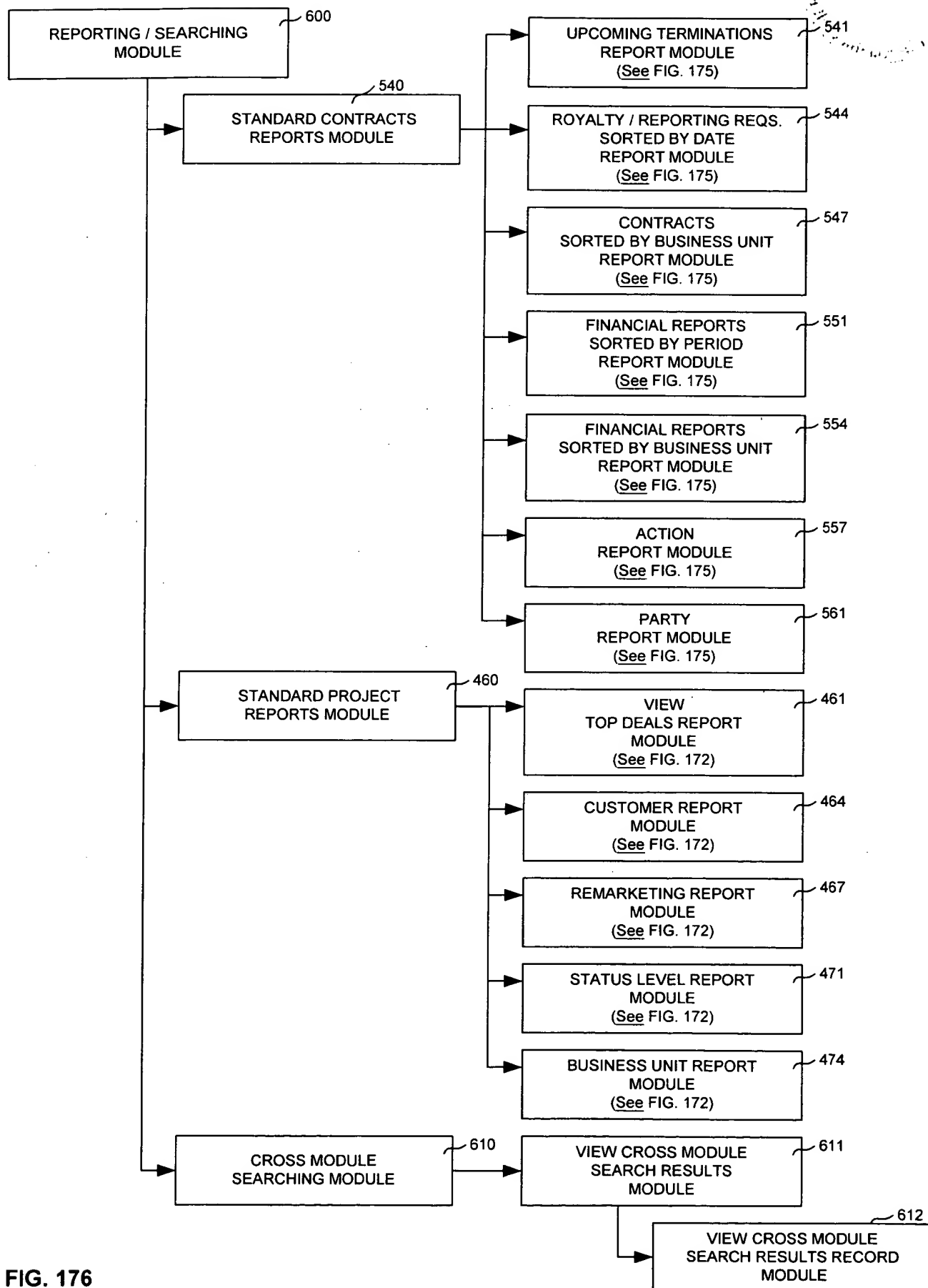


FIG. 176

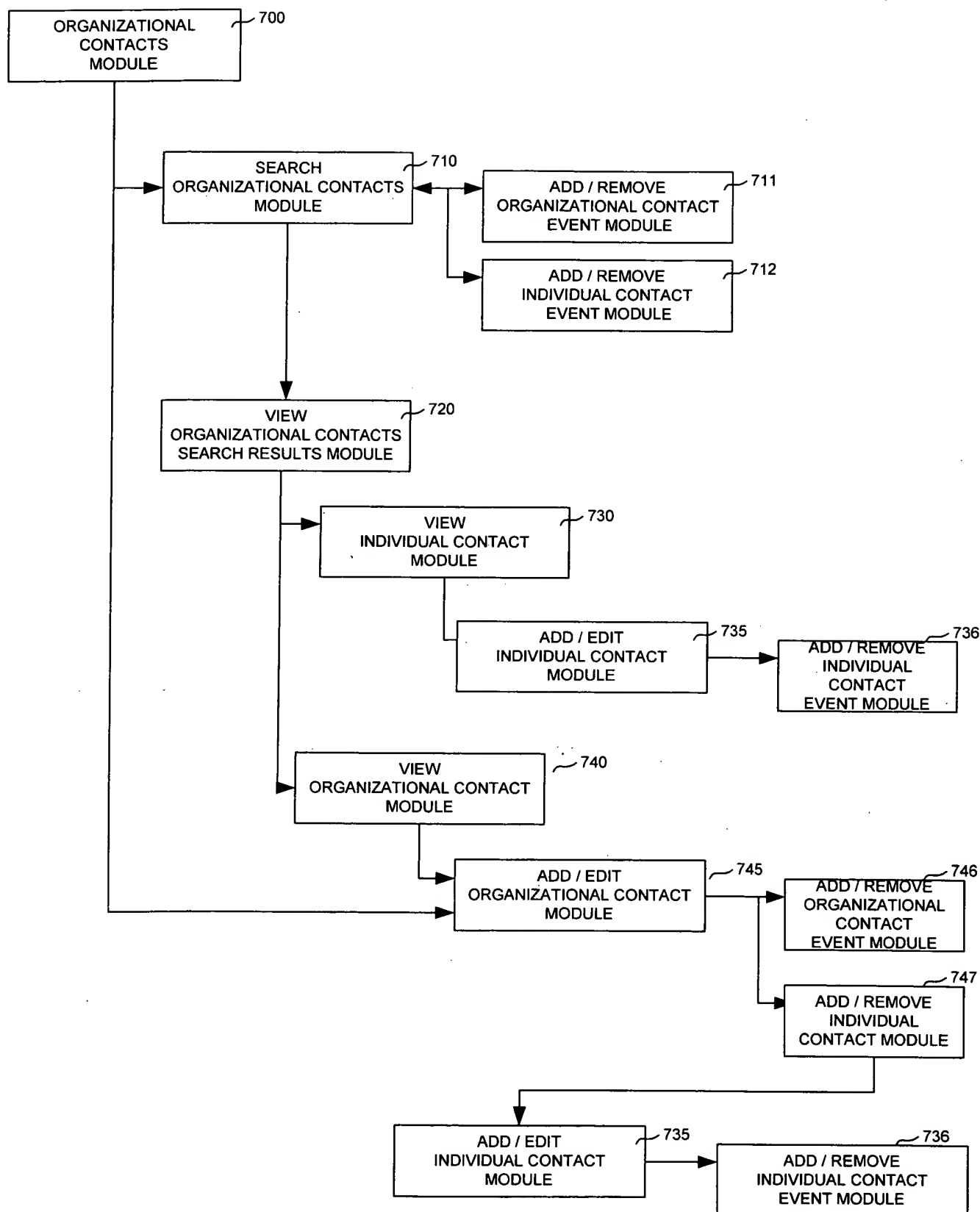


FIG. 177

FIG. 178

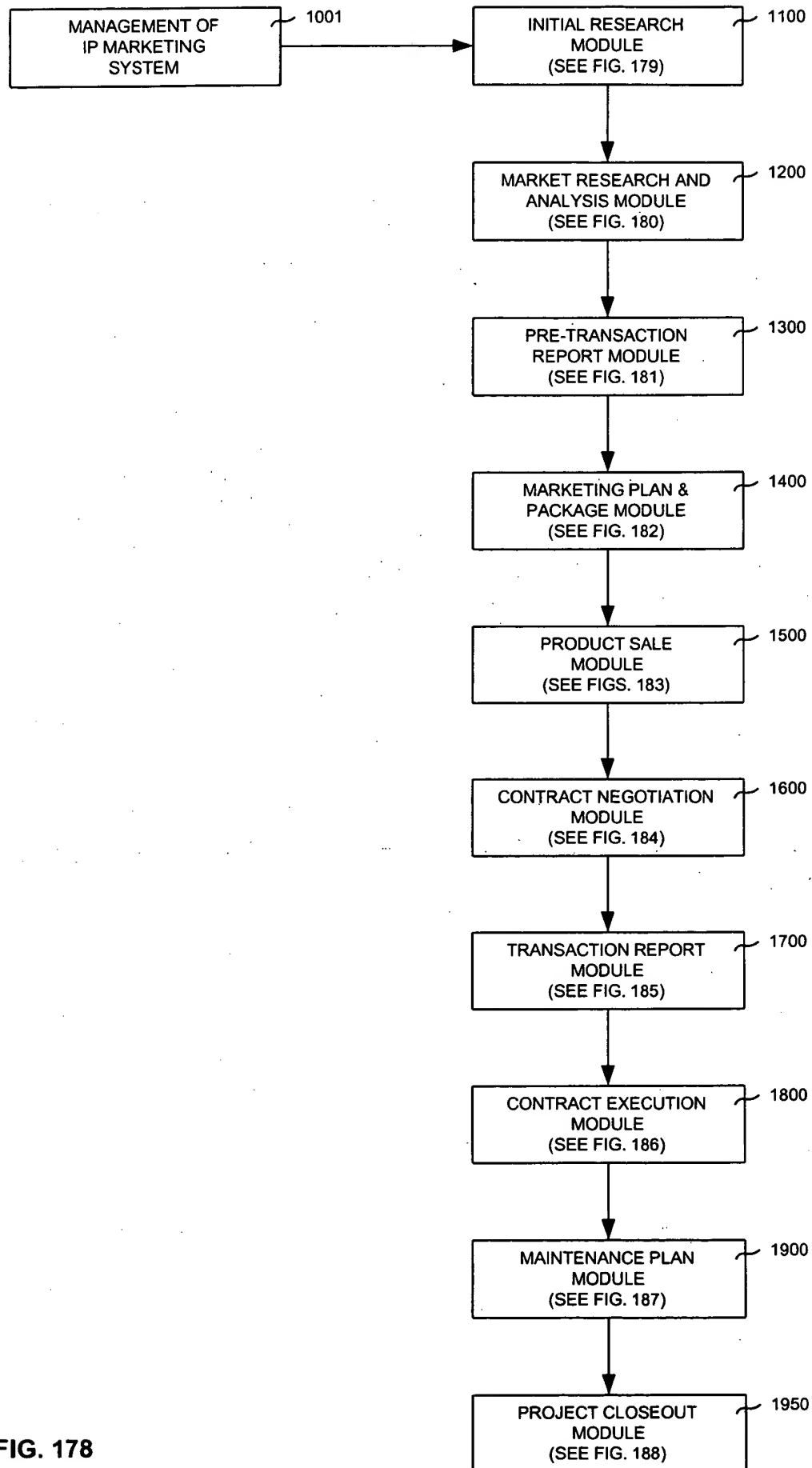


FIG. 178

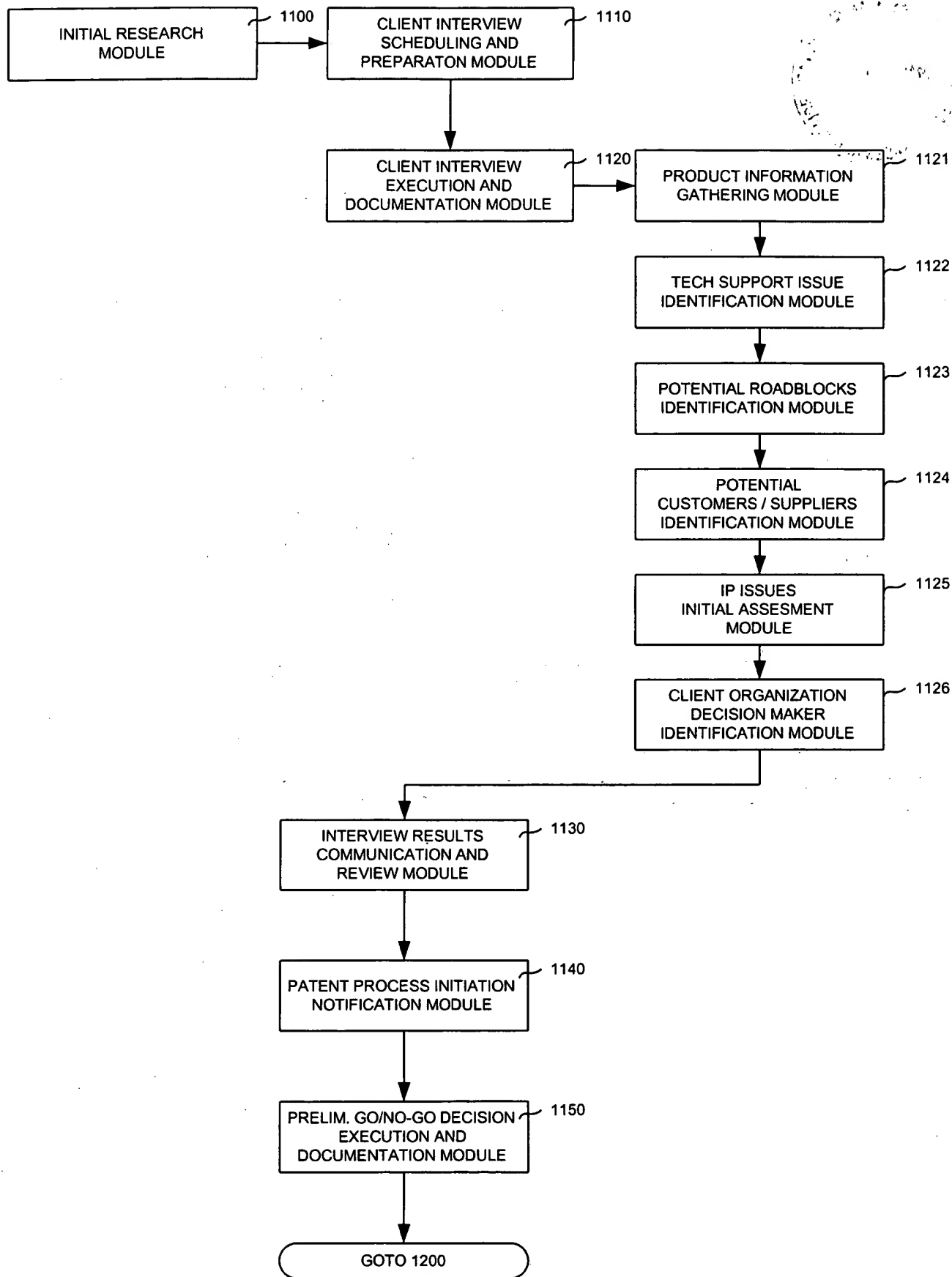


FIG. 179

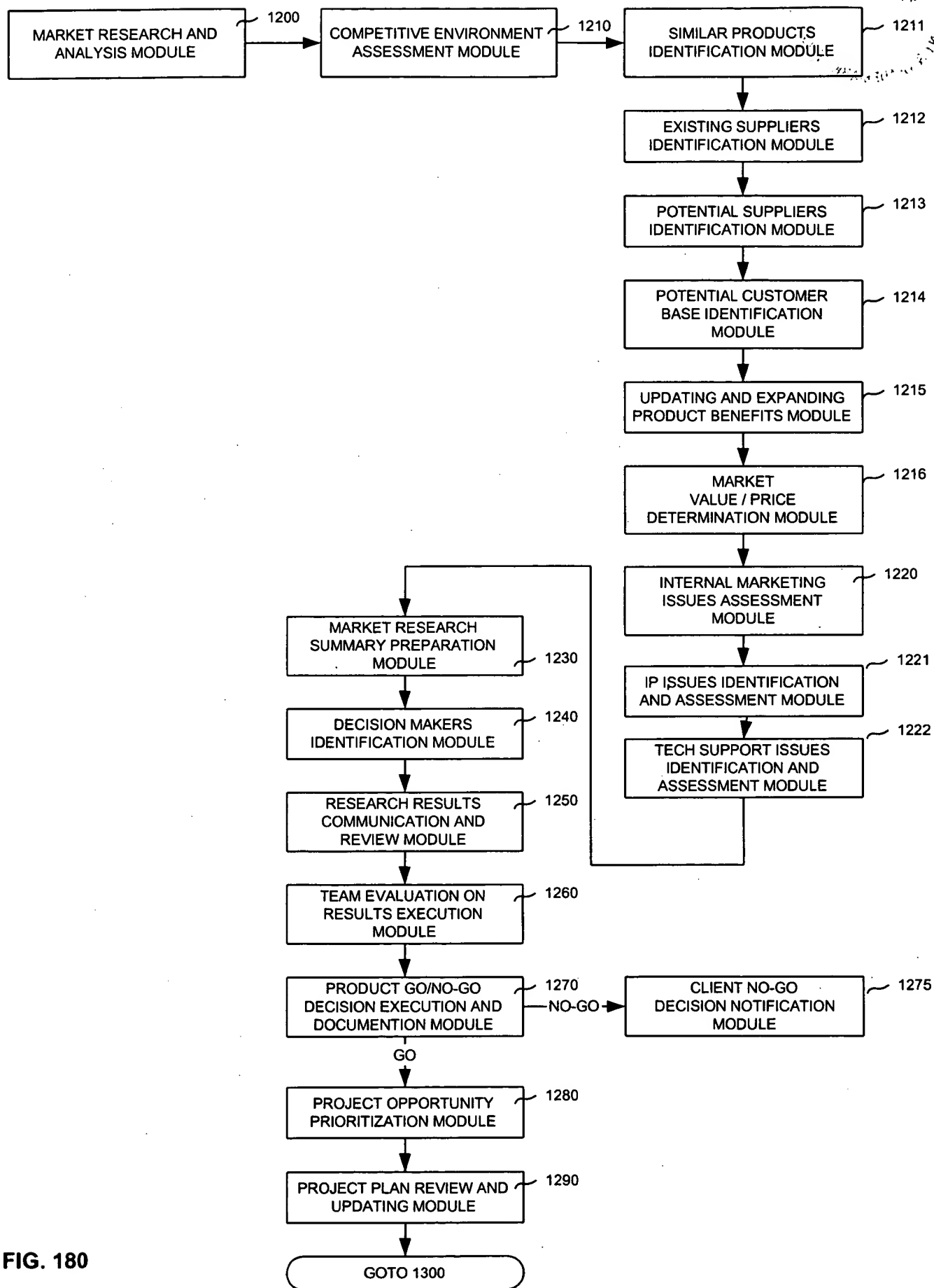


FIG. 181

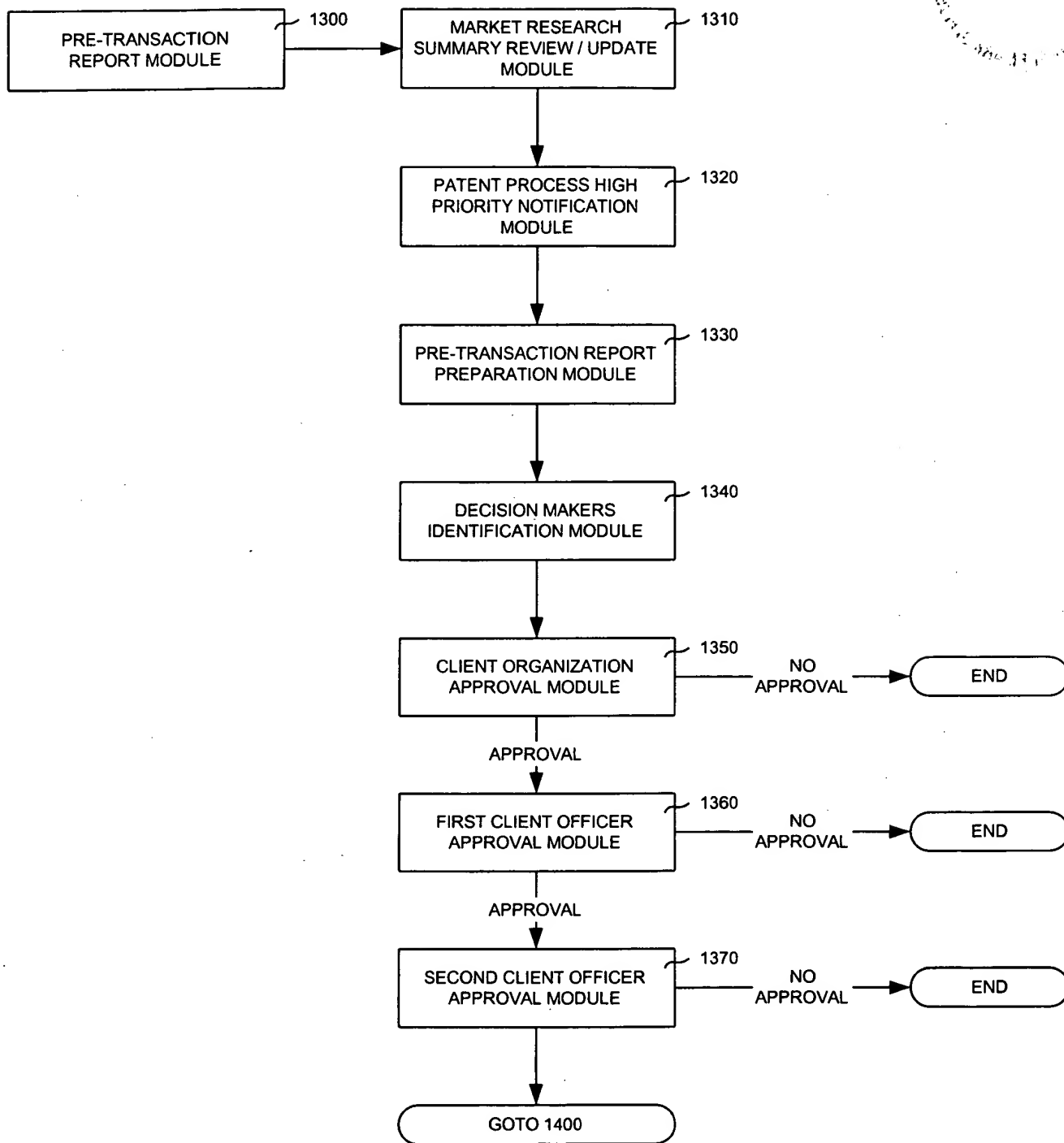


FIG. 181

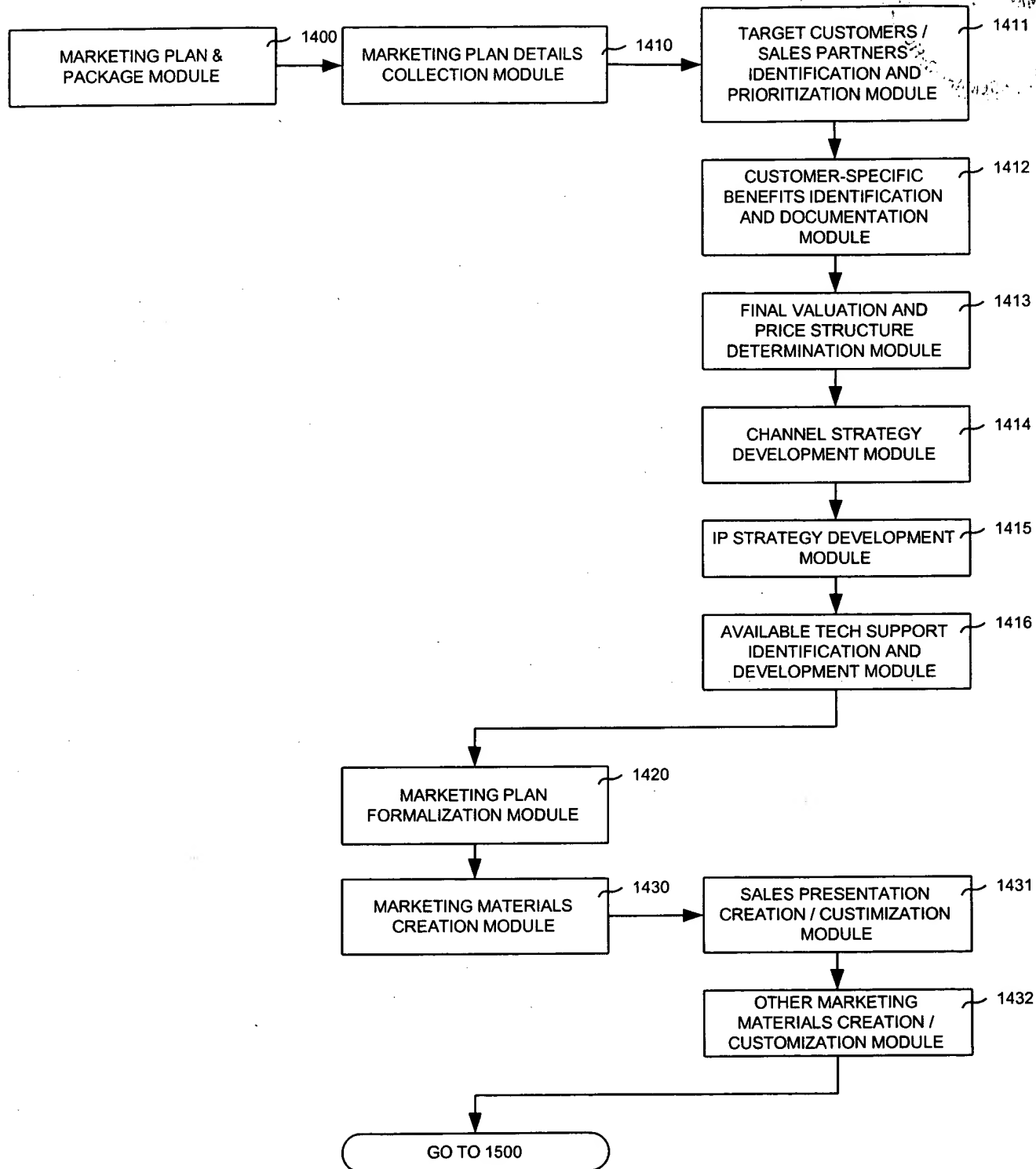


FIG. 182

09750001-050201
T02050" T0005260

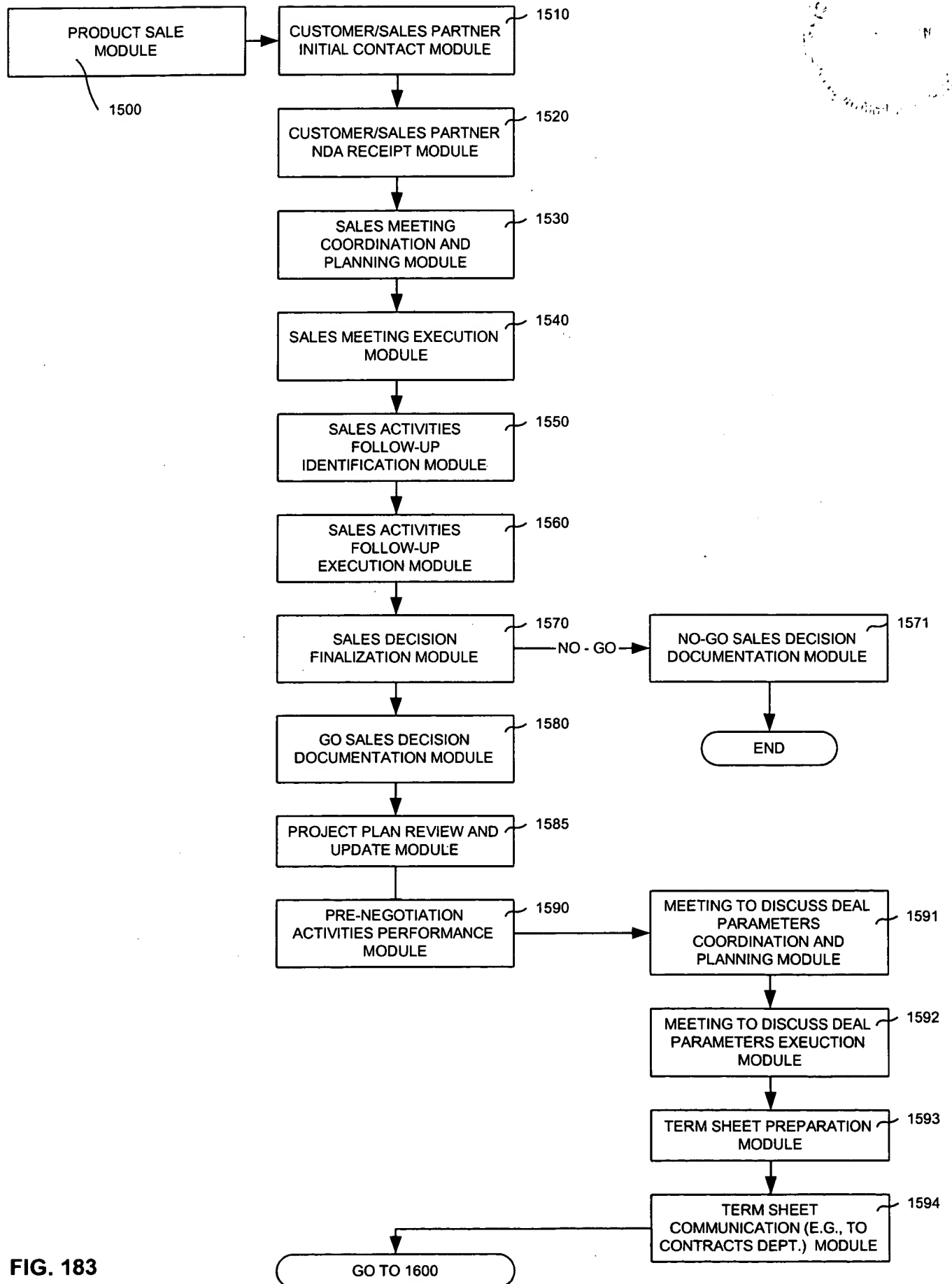
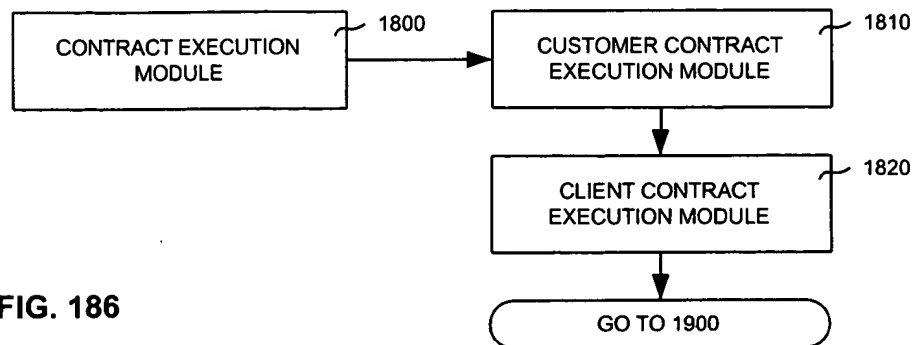
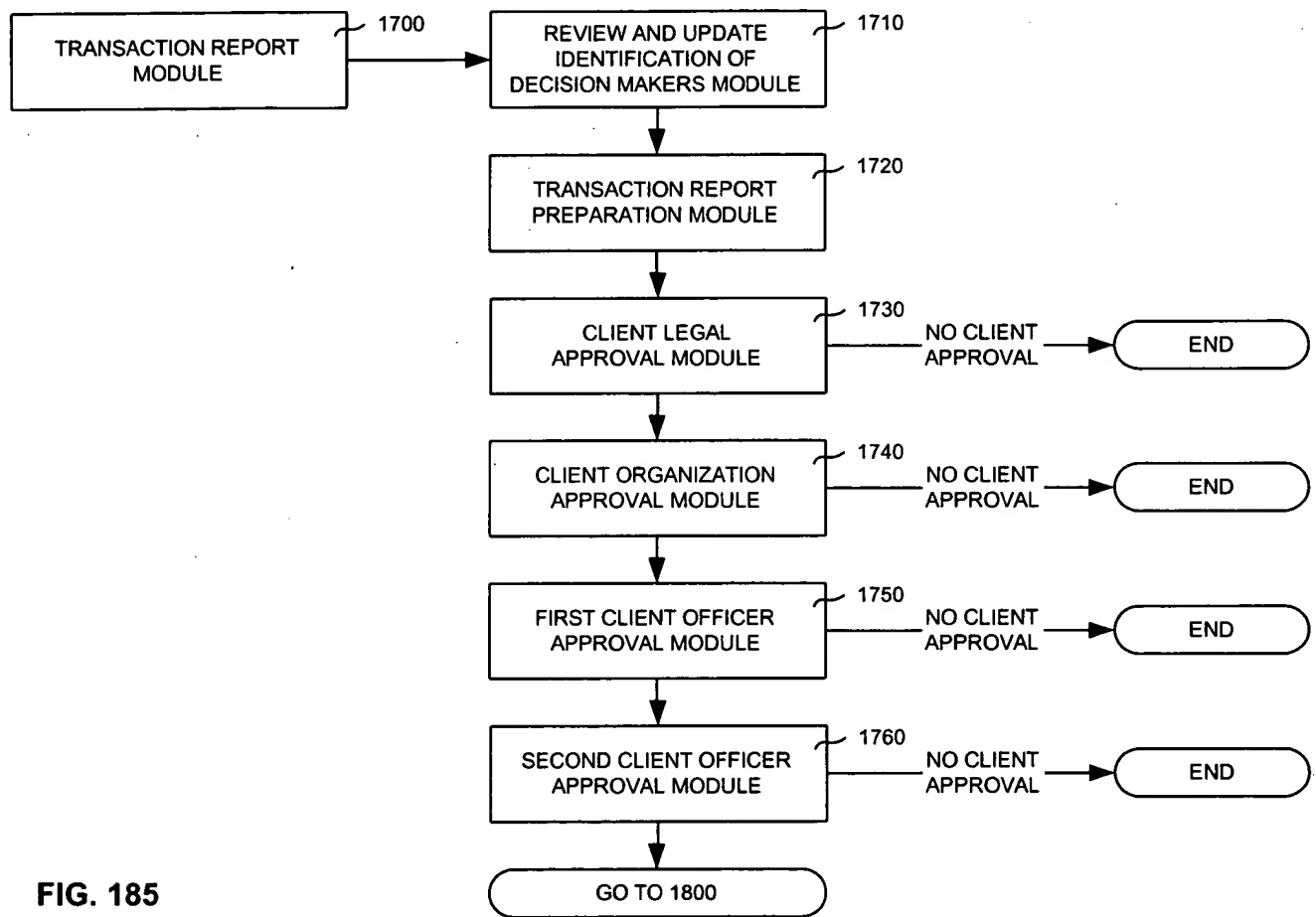
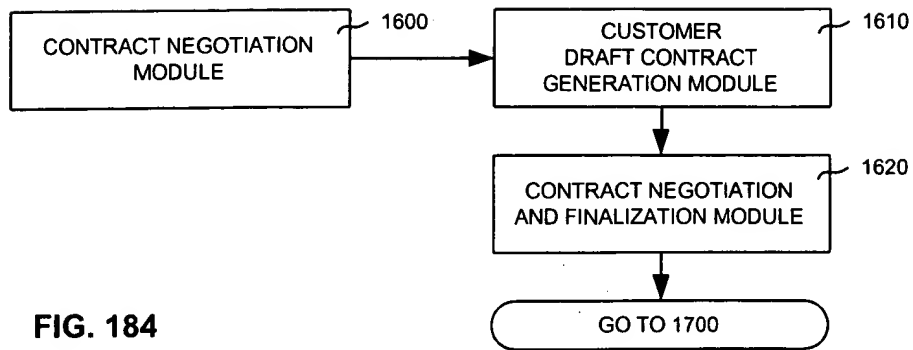


FIG. 183



09750001-050201

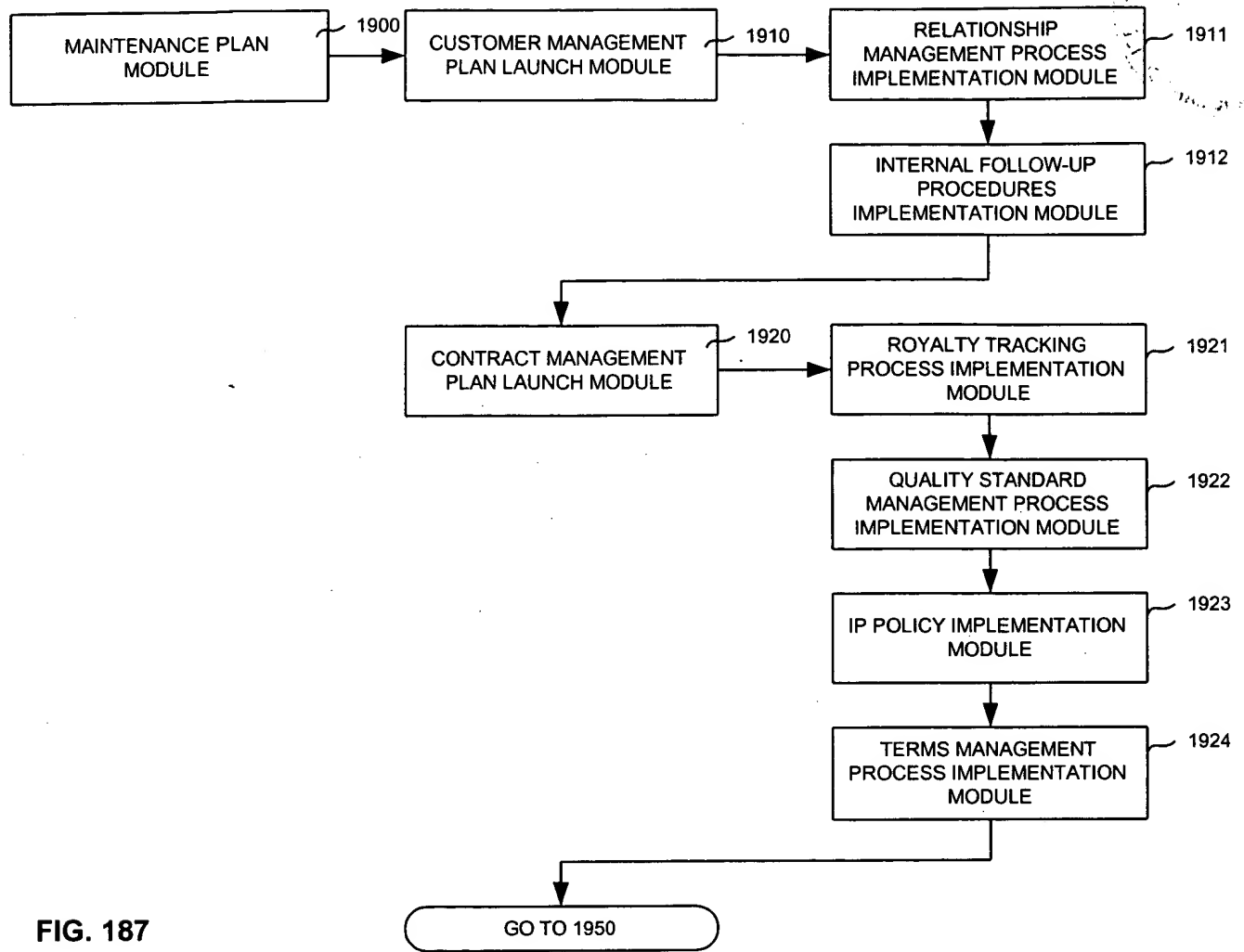
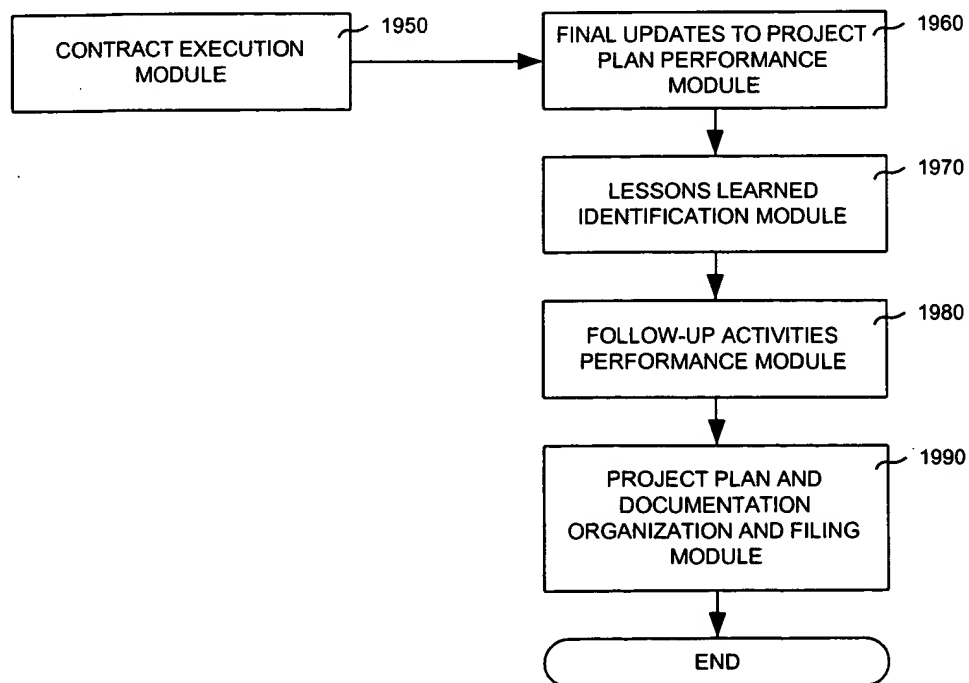


FIG. 188



Project Template Project Plan										
ID	WBS	Task Name	Duration	Start	Finish	Prod	Succ	% Comp	Del	Resources
1		1 Conduct Initial research	5 days	Mon 1/3/00	Fri 1/7/00			0%	No	Product Mgr
13		2 Conduct market research and analysis	10 days	Mon 1/10/00	Fri 1/21/00			0%	No	Mktg Analyst
31		3 Complete and approve pre-transaction report (PTR)	15 days	Mon 1/24/00	Fri 2/11/00			0%	No	Product Mgr
39		4 Develop marketing plan & package	15 days	Mon 1/24/00	Fri 2/11/00			0%	No	Mktg/Sales Rep
51		5 Sell product	50 days	Mon 2/14/00	Fri 4/21/00			0%	No	Mktg/Sales Rep
66		6 Negotiate contract	50 days	Mon 4/24/00	Fri 6/30/00			0%	No	Contract Mgr
68		7 Complete & approve transaction report (TR)	15 days	Mon 7/3/00	Fri 7/21/00			0%	No	Contract Mgr
76		8 Execute contract	10 days	Mon 7/24/00	Fri 8/4/00			0%	No	Contract Mgr
79		9 Set up maintenance plan	5 days	Mon 8/7/00	Fri 8/11/00		89	0%	No	Mktg/Sales Rep
88		10 Close out project	5 days	Mon 8/14/00	Fri 8/18/00			0%	Yes	Project Lead

FIG. 189

Project Template Project Plan

51 Sell product

At this point, duplicate project plan for each target customer for the specified product.

58 Close out project

Project may potentially end any one of several points within project plan. Must complete close out tasks at where ever project end falls within project plan.

FIG. 190

Project Template Project Plan											
ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Deliv	Resources	
1	1	Conduct initial research	5 days	Mon 1/3/00	Fri 1/7/00			0%	No	Product Mgr	
2	1.1	Schedule & prepare for client interview	1 day	Mon 1/3/00	Mon 1/3/00		3	0%	No	Product Mgr	
3	1.2	Conduct & document client interview	1 day	Tue 1/4/00	Tue 1/4/00	2	10,11	0%	No	Product Mgr	
4	1.2.1	Gather product information	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr	
5	1.2.2	ID tech support issues	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr	
6	1.2.3	ID potential roadblocks	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr	
7	1.2.4	ID potential customers/suppliers	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr	
8	1.2.5	Perform initial assessment of IP issues	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr	
9	1.2.6	ID client organization decision makers	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr	
10	1.3	Communicate and review interview results	2 days	Wed 1/5/00	Thu 1/6/00	3	12	0%	No	Product Mgr	
11	1.4	Notify /PM/ to begin patent process	1 day	Wed 1/5/00	Wed 1/5/00	3		0%	Yes	Product Mgr	
12	1.5	Make & document prelim go/no-go decision	1 day	Fri 1/7/00	Fri 1/7/00	10	25,14,21	0%	Yes	Product Mgr	
13	2	Conduct market research and analysis	10 days	Mon 1/10/00	Fri 1/21/00			0%	No	Mktg Analyst	
14	2.1	Assess competitive environment	4 days	Mon 1/10/00	Thu 1/13/00	12	24	0%	No	Mktg Analyst	
15	2.1.1	ID similar products	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mktg Analyst	
16	2.1.2	ID existing suppliers	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mktg Analyst	
17	2.1.3	ID potential suppliers	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mktg Analyst	
18	2.1.4	ID potential customer base	4 days	Mon 1/10/00	Thu 1/13/00		41	0%	No	Mktg Analyst	
19	2.1.5	Update & expand product benefits	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mktg Analyst	
20	2.1.6	Determine market value/price	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mktg Analyst	
21	2.2	Assess internal marketing issues	4 days	Mon 1/10/00	Thu 1/13/00	12	24	0%	No	Product Mgr	
22	2.2.1	ID & assess IP issues	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Product Mgr	
23	2.2.2	ID & assess tech support issues	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Product Mgr	

FIG. 192

Project Template Project Plan											
ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Del	Resources	
24	2.3	Prepare market research summary	1 day	Fri 1/14/00	Fri 1/14/00	14,21	26	0%	Yes	Mktg Analyst	
25	2.4	ID decision makers	1 day	Mon 1/10/00	Mon 1/10/00	12	26	0%	Yes	Product Mgr	
26	2.5	Communicate and review research results	2 days	Mon 1/17/00	Tue 1/18/00	24,25	27	0%	No	Mktg Analyst	
27	2.6	Conduct team evaluation on results	1 day	Wed 1/19/00	Wed 1/19/00	26	28	0%	No	Product Mgr	
28	2.7	Make & document product go/no go decision	1 day	Thu 1/20/00	Thu 1/20/00	27	29,30	0%	Yes	Product Mgr	
29	2.8	Prioritize project opportunity or notify client of no go decision	1 day	Fri 1/21/00	Fri 1/21/00	28	41,34,35,32,33,4	0%	Yes	Product Mgr	
30	2.9	Review & update project plan	1 day	Fri 1/21/00	Fri 1/21/00	28		0%	Yes	Product Mgr	
31	3	Complete and approve pre-transaction report (PTR)	15 days	Mon 1/24/00	Fri 2/11/00			0%	No	Product Mgr	
32	3.1	Review/update market research summary	1 day	Mon 1/24/00	Mon 1/24/00	29		0%	Yes	Mktg Analyst	
33	3.2	Notify internal potential sales/move patent process into high priority	1 day	Mon 1/24/00	Mon 1/24/00	29		0%	No	Product Mgr	
34	3.3	Prepare PTR	5 days	Mon 1/24/00	Fri 1/28/00	29	36	0%	Yes	Product Mgr	
35	3.4	ID decision makers	1 day	Mon 1/24/00	Mon 1/24/00	29		0%	Yes	Product Mgr	
36	3.5	Gain client organization approval	4 days	Mon 1/31/00	Thu 2/3/00	34	37	0%	Yes	Product Mgr	
37	3.6	Gain VP Corporate Development approval	3 days	Fri 2/4/00	Tue 2/8/00	36	38	0%	Yes	Product Mgr	
38	3.7	Gain VP CIO approval	3 days	Wed 2/9/00	Fri 2/11/00	37	52	0%	Yes	Product Mgr	
39	4	Develop marketing plan & package	15 days	Mon 1/24/00	Fri 2/11/00			0%	No	Mktg/Sales Rep	
40	4.1	Gather marketing plan details	5 days	Mon 1/24/00	Fri 1/28/00	29	47	0%	No	Mktg/Sales Rep	
41	4.1.1	ID & prioritize target customer(s)/sales partners	5 days	Mon 1/24/00	Fri 1/28/00	18,29		0%	Yes	Mktg/Sales Rep	
42	4.1.2	ID & document customer-specific benefits	5 days	Mon 1/24/00	Fri 1/28/00			0%	Yes	Mktg/Sales Rep	
43	4.1.3	Determine final valuation & price structure	5 days	Mon 1/24/00	Fri 1/28/00			0%	Yes	Mktg Analyst	
44	4.1.4	Develop channel strategy	5 days	Mon 1/24/00	Fri 1/28/00			0%	Yes	Mktg/Sales Rep	
45	4.1.5	Develop IP strategy	5 days	Mon 1/24/00	Fri 1/28/00			0%	No	Mktg/Sales Rep	
46	4.1.6	ID & develop available tech support	5 days	Mon 1/24/00	Fri 1/28/00			0%	No	Mktg/Sales Rep	

Project Template Project Plan											
ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Del	Resources	
47	4.2	Formalize marketing plan	5 days	Mon 1/31/00	Fri 2/4/00	40	50,49	0%	Yes	Mktg/Sales Rep	
48	4.3	Create marketing materials	5 days	Mon 2/7/00	Fri 2/11/00			0%	No	Product Mgr	
49	4.3.1	Create/customize sales presentation	5 days	Mon 2/7/00	Fri 2/11/00	47		0%	Yes	Product Mgr	
50	4.3.2	Create/customize other marketing materials	5 days	Mon 2/7/00	Fri 2/11/00	47		0%	Yes	Product Mgr	
51	5	Sell product	50 days	Mon 2/14/00	Fri 4/21/00			0%	No	Mktg/Sales Rep	
52	5.1	Make initial contact with customer(s)/sales partners	3 days	Mon 2/14/00	Wed 2/16/00	38	53	0%	Yes	Mktg/Sales Rep	
53	5.2	Obtain NDA from customer/sales partner	5 days	Thu 2/17/00	Wed 2/23/00	52	54	0%	Yes	Mktg/Sales Rep	
54	5.3	Coordinate & plan sales meeting	10 days	Thu 2/24/00	Wed 3/8/00	53	55	0%	Yes	Mktg/Sales Rep	
55	5.4	Conduct sales meeting	1 day	Thu 3/9/00	Thu 3/9/00	54	56	0%	No	Mktg/Sales Rep	
56	5.5	ID follow-up sales activities	1 day	Fri 3/10/00	Fri 3/10/00	55	57	0%	Yes	Mktg/Sales Rep	
57	5.6	Perform follow-up sales activities	5 days	Mon 3/13/00	Fri 3/17/00	56	58	0%	No	Mktg/Sales Rep	
58	5.7	Finalize sales decision	10 days	Mon 3/20/00	Fri 3/31/00	57	59,60,62	0%	Yes	Mktg/Sales Rep	
59	5.8	Document go/no go sale decision	1 day	Mon 4/3/00	Mon 4/3/00	58		0%	Yes	Mktg/Sales Rep	
60	5.9	Review & update project plan	1 day	Mon 4/3/00	Mon 4/3/00	58		0%	Yes	Mktg/Sales Rep	
61	5.10	Perform pre-negotiation activities	15 days	Mon 4/3/00	Fri 4/21/00			0%	No	Mktg/Sales Rep	
62	5.10.1	Coordinate & plan meeting to discuss deal parameters	10 days	Mon 4/3/00	Fri 4/14/00	58	63	0%	Yes	Mktg/Sales Rep	
63	5.10.2	Conduct meeting to discuss deal parameters	1 day	Mon 4/17/00	Mon 4/17/00	62	64	0%	No	Mktg/Sales Rep	
64	5.10.3	Prepare term sheet	3 days	Tue 4/18/00	Thu 4/20/00	63	65	0%	Yes	Mktg/Sales Rep	
65	5.10.4	Communicate term sheet to Contracts	1 day	Fri 4/21/00	Fri 4/21/00	64	67	0%	No	Mktg/Sales Rep	
66	6	Negotiate contract	50 days	Mon 4/24/00	Fri 6/30/00			0%	No	Contract Mgr	
67	6.1	Generate draft contract for customer	5 days	Mon 4/24/00	Fri 4/28/00	65	68	0%	Yes	Contract Mgr	
68	6.2	Negotiate and finalize contract	45 days	Mon 5/1/00	Fri 6/30/00	67	70,71	0%	Yes	Contract Mgr	
69	7	Complete & approve transaction report (TR)	15 days	Mon 7/3/00	Fri 7/21/00			0%	No	Contract Mgr	

Project Template Project Plan										
ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Del	Resources
70	7.1	Review/update decision makers	1 day	Mon 7/3/00	Mon 7/3/00	68		0%	Yes	Mktg/Sales Rep
71	7.2	Prepare TR	5 days	Mon 7/3/00	Fri 7/7/00	68	72	0%	Yes	Mktg/Sales Rep
72	7.3	Obtain IP/PAK legal approval	1 day	Mon 7/10/00	Mon 7/10/00	71	73	0%	Yes	Contract Mgr
73	7.4	Obtain client organization approval	3 days	Tue 7/11/00	Thu 7/13/00	72	74	0%	Yes	Contract Mgr
74	7.5	Obtain VP Corporate Development approval	3 days	Fri 7/14/00	Tue 7/18/00	73	75	0%	Yes	Contract Mgr
75	7.6	Obtain VP CIO approval	3 days	Wed 7/19/00	Fri 7/21/00	74	77	0%	Yes	Contract Mgr
76	8	Execute contract	10 days	Mon 7/24/00	Fri 8/4/00			0%	No	Contract Mgr
77	8.1	Obtain customer contract signature	8 days	Mon 7/24/00	Wed 8/2/00	75	78	0%	Yes	Contract Mgr
78	8.2	Obtain IP/PAK contract signature	2 days	Thu 8/3/00	Fri 8/4/00	77	80,83	0%	Yes	Contract Mgr
79	9	Set up maintenance plan	5 days	Mon 8/7/00	Fri 8/11/00		89	0%	No	Mktg/Sales Rep
80	9.1	Launch customer management plan	5 days	Mon 8/7/00	Fri 8/11/00	78		0%	No	Mktg/Sales Rep
81	9.1.1	Implement relationship management process	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Mktg/Sales Rep
82	9.1.2	Implement internal follow-up procedures	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Mktg/Sales Rep
83	9.2	Launch contract management plan	5 days	Mon 8/7/00	Fri 8/11/00	78		0%	No	Contract Mgr
84	9.2.1	Implement royalty tracking process	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Contract Mgr
85	9.2.2	Implement quality standard management process	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Contract Mgr
86	9.2.3	Implement IP policing	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Contract Mgr
87	9.2.4	Implement terms management process	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Contract Mgr
88	10	Close out project	5 days	Mon 8/14/00	Fri 8/18/00			0%	Yes	Project Lead
89	10.1	Perform final updates to project plan	1 day	Mon 8/14/00	Mon 8/14/00	79	90	0%	Yes	Project Lead
90	10.2	Identify lessons learned & perform follow-up activities	2 days	Tue 8/15/00	Wed 8/16/00	89	91	0%	Yes	Project Lead
91	10.3	Organize & file project plan & documentation	2 days	Thu 8/17/00	Fri 8/18/00	90		0%	Yes	Project Lead

Project Template Project Plan	
3	Conduct & document client interview
4	If create interview form, can eliminate tasks 1.2.1 thru 1.2.6 Gather product information Must include product benefits, similar products, etc.
5	ID tech support issues
6	Type of support required? Tech transfer? Support partner? No support?
7	Perform initial assessment of IP issues Title and rights: 1. Ownership? 2. Protection? 3. Possible infringement?
8	ID client organization decision makers Consider decision makers and needed officer buy-in.
9	Notify / PM to begin patent process
10	Potential checklist/form for interview process. If form, change task to "Provide interview form (name or number) to IPMAN". This notification will trigger IPMAN to review patent status.
11	Make & document prelim go/no-go decision
12	Potential form to doc reasons for go/no go.
13	
14	Assess competitive environment Potential checklist or standard form for assessing comp. environment. If so, may choose to delete 2.1.1 thru 2.1.7 and change 2.1 task name to something like complete Form XXX, Competitive Environment Assessment.
15	ID & assess IP issues
16	Expanded investigation of any ownership, protection, potential infringement issues.
17	Prepare market research summary
18	Potential Score Card form. If so, indicate in task field.
19	
20	ID decision makers
21	Verify that all key decision makers are identified
22	Make & document product go/no go decision
23	Potential form to doc reasons for go/no go.
24	Prioritize project opportunity or notify client of no go decision
25	Create scorecard to prioritize.
26	Create form letter that thanks client and notifies of status of product.
27	
28	
29	
30	
31	
32	Review/update market research summary
33	Potential form, Part 2 of Score Card, more market plan specific info.
34	Prepare PTR
35	No formal client interview but Product Manager will communicate with client regularly while preparing the PTR
36	ID decision makers
37	May require multiple client approvals. If so, add task for additional approval(s) - i.e. business unit and IT approval.
38	If patent license, add task for DM approval.
39	ID & document customer-specific benefits
40	If form or checklist, can eliminate this task. May be considered part of marketing plan.
41	Determine final valuation & price structure
42	If form or checklist, can eliminate this task.
43	

Project Template Project Plan	
51	<p>Sell product</p> <p>At this point, duplicate project plan for each target customer for the specified product.</p> <p>Make initial contact with customer(s)/sales partners</p> <p>Must have signed PTR before initial contact with potential customer</p>
53	<p>Obtain NDA from customer/sales partner</p> <p>Inbound NDA for receiving information and mutual NDA also available on h: drive</p>
55	<p>Conduct sales meeting</p> <p>Including PowerPoint sales presentation</p>
56	<p>ID follow-up sales activities</p> <p>May include demos, site visits to existing customers, brochures, additional presentations, response to meeting questions...OR NOTHING!</p>
58	<p>Finalize sales decision</p> <p>Resource for this task is actually the customer.</p>
63	<p>Conduct meeting to discuss deal parameters</p> <p>Recommend use term sheet for outline of meeting agenda. See link to term sheet on task 5.10.3, Prepare term sheet.</p>
68	<p>Negotiate and finalize contract</p> <p>Could be multiple drafts and result in additional meetings between IPMARK and customer, includes obtaining all necessary approvals</p>
71	<p>Prepare TR</p> <p>If time & resources permit, Mktg/Sales rep should begin pulling together the TR in parallel with task 6.2, Negotiate & finalize contract.</p>
85	<p>Implement quality standard management process</p> <p>Follow up with new customer/sales partner for samples of products to check for product quality.</p>
88	<p>Close out project</p> <p>Project may potentially end any one of several points within project plan. Must complete close out tasks at where ever project end falls within project plan.</p>
89	<p>Perform final updates to project plan</p> <p>Final updates include any clean-up to project plan, e.g. review/update task durations to accurately represent time spent on project tasks. Final update helpful in accurately tracking project and project plan efficiency to allow for process improvement.</p>
90	<p>Identify lessons learned & perform follow-up activities</p> <p>Follow-up could include analyzing project effectiveness and updating generic plan</p>
91	<p>Organize & file project plan & documentation</p> <p>Final project plan should be part of project documentation. Need to develop checklist for keep/not keep documentation. May want to choose std color file for this so always identifiable. Also consider one color for project in progress and another color for project complete.</p>

Client Interview questionnaire (task 1.2)
(Completion Date: _____)

1. Gather product information
2. ID tech support issues
3. ID potential roadblocks
4. ID potential customers/suppliers
5. Perform initial assessment of IP issues
6. ID client organization decision makers

FIG. 197

09750001.050201

Assess competitive environment checklist (task 2.1)
(Duration: 4 days – Complete by: _____)

ID similar products _____
ID existing suppliers _____
ID potential suppliers _____
ID potential customer base _____
Update & expand product benefits _____
Determine market value/price..... _____

FIG. 198

Assess internal marketing issues checklist (task 2.2)
(Addresses internal IP and Tech Support issues)

1. ID & assess IP issues

2. ID & assess tech support issues

INTELLECTUAL PROPERTY OUTMARKETING
PRE-TRANSACTION REPORT

Product/Project Name:

Entity Requesting:

Contacts (Entity
Name, Phone Numbers,
Email):

Outmarketing Party(s)
(Company, Address, State of
Incorporation, Contacts, Phone
Phone Numbers):

Intellectual Property Involved:
(Patents, Trademarks, Trade
Secrets, Software, etc.)

Background of Deal
(How Deal Developed,
Summary of
Intellectual Property
Functionality/Uses,
Deal Structure):

Financial Analysis
(Revenue to be Recognized,
Cost Savings, etc.):

Competitive Analysis
(Worldwide, Outside US,
US only, Outside 9 State
Region, etc.):

Status of Deal
(Ready to Sign Up, Need
Negotiation Assistance):

Anticipated Timeline
(Initial Meeting, Demos,
Sign Contract, etc.):

_____, a _____ Corporation subsidiary, requests _____ **IPMARK**
_____ on its behalf to enter into an intellectual property outmarketing agreement according to the above-
described terms.

Requestor

Entity/Dept.

Title

Date

FIG. 200

Marketing Plan checklist (task 4.1)

- ID & prioritize target customer(s)/sales partners
- ID & document customer-specific benefits
- Determine final valuation & price structure
- Develop channel strategy
- Develop IP strategy
- ID & develop available tech support
- Formalize marketing plan

FIG. 201

09750001-050201
FO2050-FO005260

NONDISCLOSURE AGREEMENT

THIS NONDISCLOSURE AGREEMENT is made by and between [Name of _____ Entity], a corporation organized under the laws of _____ ("OWNER"), and _____, a corporation organized under the laws of _____ (the "Company"), effective as of _____, 201_. The parties agree as follows:

1. Project Defined. The Company may receive from OWNER information of a non-public nature for use by the Company and its officers, directors, agents, employees and representatives, including financial and legal advisers (collectively "Representatives"), in the course of the performance of the Company's services for OWNER in connection with _____

_____ (the "Project").

2. Information Defined. The Company acknowledges that, in the course of its performance of services for or discussions with OWNER in connection with the Project, the Company will receive certain private and proprietary information from or about OWNER or its affiliates, including but not limited to technical, financial or business information and models, names of customers or partners; proposed business deals, reports, plans, market projections, software programs, data or any other private and proprietary information relating to the Project which may include certain trade secrets ("Information"). The term "Information" as used herein also includes: (i) the fact that the Information has been made available to or is being inspected or evaluated by the Company; (ii) the fact that the Company is providing services to OWNER or is otherwise involved in or discussing the Project; and (iii) any information, work papers, analyses, compilations, projections, studies, documents, terms, conditions, correspondence, facts or other materials derived or produced by the Company or its representatives for OWNER in connection with the Project. Any Information supplied by OWNER to the Company prior to the execution of this Agreement shall be subject to the same treatment as the Information made available after the execution of this Agreement.

3. Exclusions from Definition. The term "Information" as used herein does not include any data or information that: (a) is already known to the Company at the time it is disclosed to the Company; or (b) before being divulged by the Company: (i) has become generally known to the public through no wrongful act of the Company or its representatives; (ii) has been rightfully received by the Company from a third party without restriction on disclosure and without a breach of an obligation of confidentiality

PRIVATE/PROPRIETARY/LOCK

09750001-050201

running directly or indirectly to OWNER; (iii) has been approved for release by a written authorization by OWNER; or (iv) is independently developed by the Company without use, directly or indirectly, of the Information received from OWNER.

4. Nondisclosure Obligation. The Company shall keep the Information confidential and shall not disclose such Information, in whole or in part, to any person other than its Representatives who need to know such Information in connection with the Company's performance of services for OWNER in connection with the Project except with the prior written consent of OWNER or as otherwise permitted hereunder. Such Representatives shall be informed by the Company of the confidential nature of the Information and shall be required by the Company to agree in writing to be bound by this Agreement. The Information shall be used by the Company solely for the purpose of performing services for or otherwise evaluating the information provided by OWNER in connection with the Project, and shall not be otherwise used for the Company's own benefit or for any purpose detrimental to the interests of

5. Standard of Protection. For the purpose of complying with the obligations set forth herein, the Company shall use efforts commensurate with those that it employs for the protection of corresponding sensitive information of its own, which shall in any event be no lesser a standard than the type of efforts that would be taken by a reasonable business for the protection of its own highly confidential information and trade secrets.

6. Compliance with Legal Process. In the event that the Company is legally requested or required (by oral questions, interrogatories, requests for information or documents, subpoena, Civil Investigative Demand or similar process or, in the opinion of counsel for the Company, by federal or state securities or other statutes, regulations or laws) to disclose any Information, the Company shall promptly notify OWNER of such request or requirement prior to disclosure so that OWNER may seek an appropriate protective order and/or waive compliance with the terms of this Agreement.

7. Ownership; Return of Information. All Information (including tangible copies and computerized or electronic versions and summaries thereof) shall remain the property of OWNER. Within ten (10) days following the receipt of a written request from OWNER, the Company shall deliver to OWNER all tangible materials containing or embodying the Information received from OWNER, together with a certificate executed by an officer of the Company certifying that all such materials in the Company's possession or control have been delivered to OWNER or destroyed. The Company shall not assert directly or indirectly any right with respect to the Information which may impair or be adverse to OWNER's ownership thereof.

PRIVATE/PROPRIETARY/LOCK

09750001-050201

8. Remedies for Breach. The Company understands and agrees that money damages would not be a sufficient remedy for any breach of this Agreement and that *OWNER* shall be entitled to seek injunctive or other equitable relief to remedy or forestall any such breach or threatened breach. Such remedy shall not be deemed to be the exclusive remedy for any breach of this Agreement, but shall be in addition to all other rights and remedies available at law or in equity.

9. No Representations or Further Obligations. Neither this Agreement nor the disclosure of Information shall constitute or imply any promise or intention to make any purchase of services by *OWNER*. None of the Information which may be disclosed by *OWNER* shall constitute any representation, warranty, assurance, guarantee or inducement by *OWNER* to the Company of any kind, and in particular, with respect to the accuracy or completeness of any Information or the non-infringement of trademarks, patents, copyrights, mask protection rights or any other intellectual property rights, or other rights of third persons. It is understood that this Agreement does not obligate *OWNER* to enter into any further agreements or to proceed with any possible relationship or other transaction.

10. Term; Termination. This Agreement shall terminate as to the exchange of any new Information three (3) years after the effective date hereof. Either party may terminate the exchange of Information under this Agreement at any time by written notice to the other specifically referencing this Agreement. In any event, however, the obligations of the Company to maintain the confidentiality of the Information it has received under this Agreement shall continue for a period of three (3) years after such termination and then terminate; provided, however, that such obligation shall continue indefinitely as to Information constituting a trade secret under applicable law for so long as such Information remains a trade secret.

11. No Waiver. No failure or delay by *OWNER* in exercising any right, power or privilege hereunder shall operate as a waiver thereof, nor shall any single or partial exercise thereof preclude any other or further exercise thereof or the exercise of any other right, power or privilege hereunder.

12. Amendment. This Agreement may not be modified, supplemented or amended orally, but only by a writing signed by both parties hereto.

13. Applicability to Associated Parties. Any information disclosed to the Company by any of *OWNER*'s affiliated companies or by any company, person or other entity participating with *OWNER* in any consortium, partnership, joint venture or

PRIVATE/PROPRIETARY/LOCK

similar business combination in connection with the Project, which would otherwise constitute Information hereunder if disclosed by **OWNER**, shall be deemed to constitute Information under this Agreement, and the rights of **OWNER** under this Agreement may be enforced by any such affiliate or other entity in addition to with respect to any violation relating to the Information disclosed by such affiliate or other entity, as if such entity were also a party to this Agreement.

14. Governing Law. This Agreement shall be governed by and construed and enforced in accordance with the laws of the State of _____, without regard to its choice of law provisions.

IN WITNESS WHEREOF, the parties have executed and delivered this Nondisclosure Agreement effective as of the date first written above.

OWNER:

Company:

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

PRIVATE/PROPRIETARY/LOCK

FIG. 205

09750001.050201
T02050 T0005760

Product Name

License Agreement Term Sheet

- Definitions
What is licensed?
- Specs of the Software (exhibit)
Definition/description?
- Delivery, testing and acceptance
How should this work?
- Grant and Scope of License
Exclusive? Non-exclusive? Etc.?
- Term and Limitations on Use and reproduction
What can partnership do with it?
- Sublicensing and transfer limitations
- Pricing Terms
Royalties? Buy? Savings?
- Acct and audit rights
As stated in the partnership agmt?
- Sales and Property tax liability
Who liable?
- Trade secret protection/Confidentiality terms
Need to be strict. In what manner may disclosure be made to vendors, particularly STB mfts?

FIG. 206

09750001.050201

- Title to original software and owner infringement reps
Positive stmt of ownership –will we indemnify the partnership?
- Ownership of mods enhancement and additions
Who owns?
- Source code inclusion/exclusion and protection
Must source be disclosed to partnership?
- Training and documentation req's
Any?
- Protection of Trademarks
Partnership must honor OWNER'S marks
- SW maintenance and technical support obligations
- Vendor warranty obligations and scope
- Limitation of liability and types of damages
- Vendor indemnity and obligations in event of infringement
- Dispute resolution provisions
- Insurance terms (vendor on site?)
- Assignment limitations
- Std boilerplate (merger, written agmt, force majeure, etc)

FIG. 207

**INTELLECTUAL PROPERTY OUTMARKETING
TRANSACTION REPORT**

INTELLECTUAL PROPERTY INVOLVED:

OUTMARKETING PARTY:

BUSINESS DEAL CONTACTS:

INTELLECTUAL PROPERTY CONTACTS:

ESTIMATED VALUE:

Up Front Savings
Revenues (Years) = _____

I. Executive Summary

II. Background

FIG. 208

09750001.050201
T02050 T0005260

09750001-050201

III. Deal Structure

IV. Financial Analysis

V. Competitive Analysis

(1) Customers:

(2) Territory:

(3) Standardization:

FIG. 209

09750001-050201

VI. Recommendation

	BUSINESS APPROVAL	LEGAL APPROVAL
Signature:	_____	_____
Printed Name:	_____	_____
Title:	_____	_____
Entity:	_____	_____
Date:	_____	_____

100

Project Name: _____

Project Start Date: _____

Project Resources:

Product Mgr _____ Contract Mgr _____

Mktg Analyst _____ Mktg/Sales Rep _____

1. All updates in MS Project are made at the sub-task level only.
2. In the Task # field, enter the # of the task being updated or "new" if adding a task.
3. Find the column for the field you wish to update for the task and enter update information in the space provided.
4. Use the following guidelines for updating fields in MS Project
 - Start/Finish Date - Change the duration of the appropriate task(s) to arrive at the new start/finish date
 - % Complete - Enter the new % complete for the task(s), either manually or using the up/down arrows
 - Deliverable - Change deliverable field to Yes, either manually or using the option in the drop down box

[illegible]

FIG. 211

Opportunity Score Card

Scoring Date: _____	Scorer Initials: _____	Total Score:
Product/Project Name _____		
Business Unit _____		
Business Unit Primary Contact: _____		
Name _____		IPMARK Primary Contact: _____
Phone _____		Name _____
		Phone _____

Score Card Key Factors	Scoring & Explanation
1. MARKET POTENTIAL <ul style="list-style-type: none"> - Product viability (i.e. unique product, benefits, support/maintenance?) - Potential customers? - Few competitive products/suppliers? - Large market, low market saturation? <div style="display: flex; justify-content: space-between; margin-top: 10px;"> High Low </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> Potential ----- Potential </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> 10 9 8 7 6 5 4 3 2 1 </div>	<div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: 80%;">Market Potential Rating</div>
2. PROJECT TIMEFRAME <ul style="list-style-type: none"> - Product developed & ready to market? - Ownership? Patent status? - Identified interested parties? - Deal simple or complex? - Anticipated time to sell/close/recognize \$? <div style="display: flex; justify-content: space-between; margin-top: 10px;"> Today ---- 6 ---- 12 ---- 18+ mths </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> 10 9 8 7 6 5 4 3 2 1 </div>	<div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: 80%;">Project Timeframe Rating</div>
3. PROJECTED REVENUE POTENTIAL <ul style="list-style-type: none"> - Anticipated total revenue from project? (if no strong customers, use 1X value) <div style="display: flex; justify-content: space-between; margin-top: 10px;"> Over Under </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> 5M -- 4M ---- 1M ----- 100K </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> 10 9 8 7 6 5 4 3 2 1 </div>	<div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: 80%;">Revenue Potential Rating</div>
4. COMPETITIVE THREAT TO BELL SOUTH <ul style="list-style-type: none"> - Sale give customer competitive advantage over BellSouth? <div style="display: flex; justify-content: space-between; margin-top: 10px;"> No High </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> Threat ----- Threat </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> 10 9 8 7 6 5 4 3 2 1 </div>	<div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: 80%;">Competitive Threat Rating</div>
5. INTANGIBLE VALUE <ul style="list-style-type: none"> - Set stage for future big \$ deals? - Build/foster relationship w/ existing/future customer? - Officer request/interest? - Public relations opportunity? <div style="display: flex; justify-content: space-between; margin-top: 10px;"> High Low </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> Profile ----- Profile </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> 10 9 8 7 6 5 4 3 2 1 </div>	<div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: 80%;">Intangible Value Rating</div>
TOTAL SCORE:	

09750001.050201
T02050" T0005260

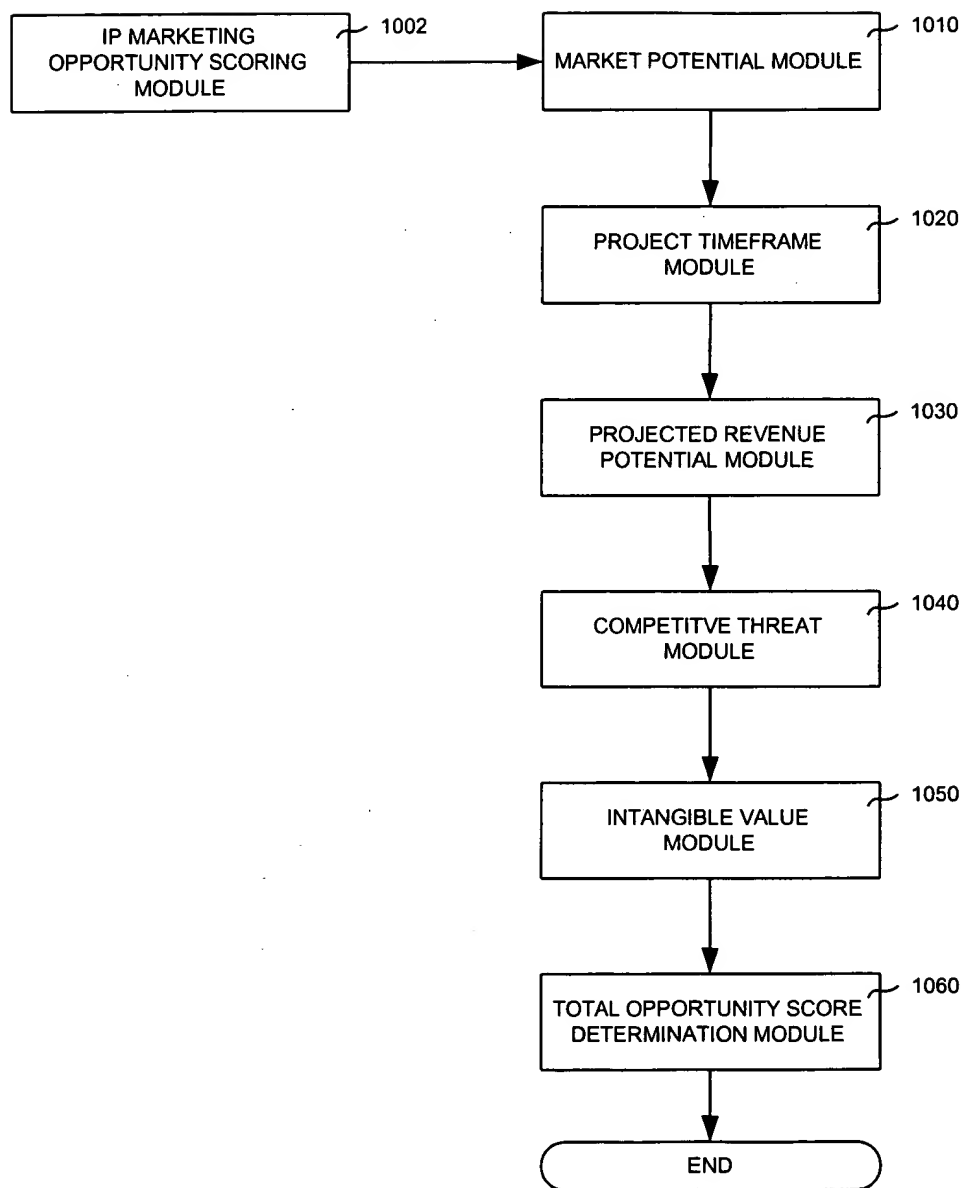
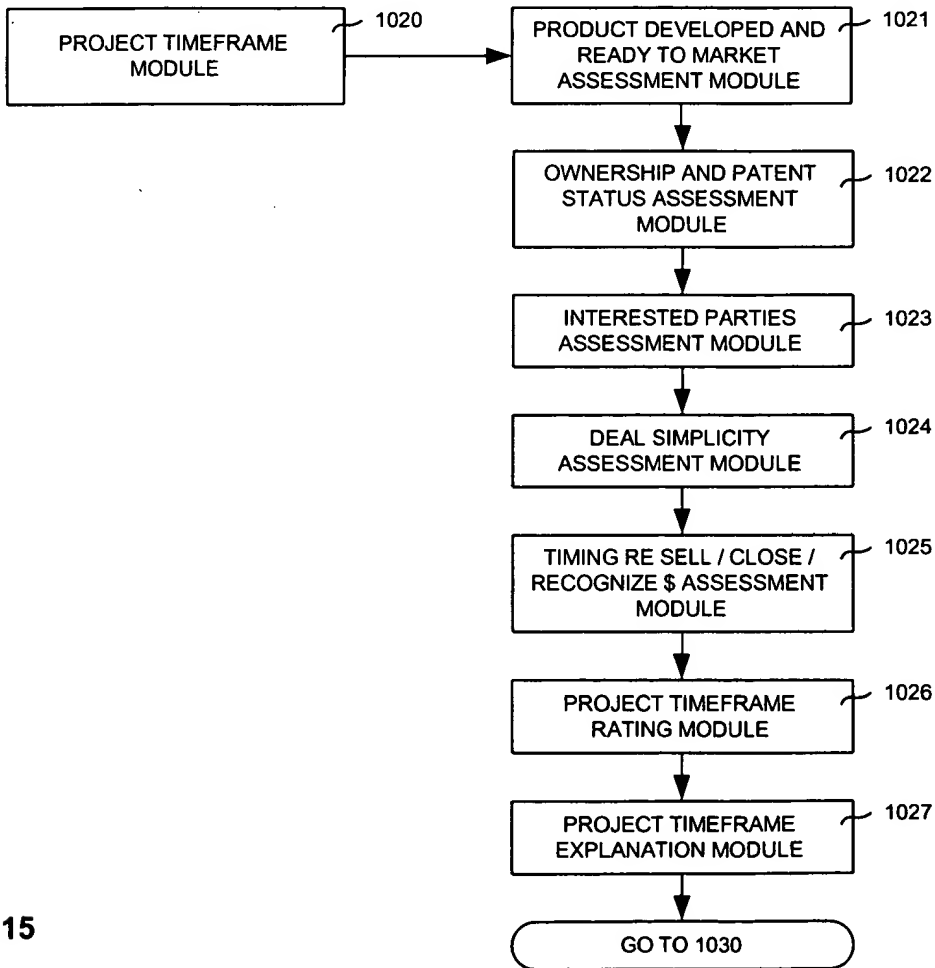
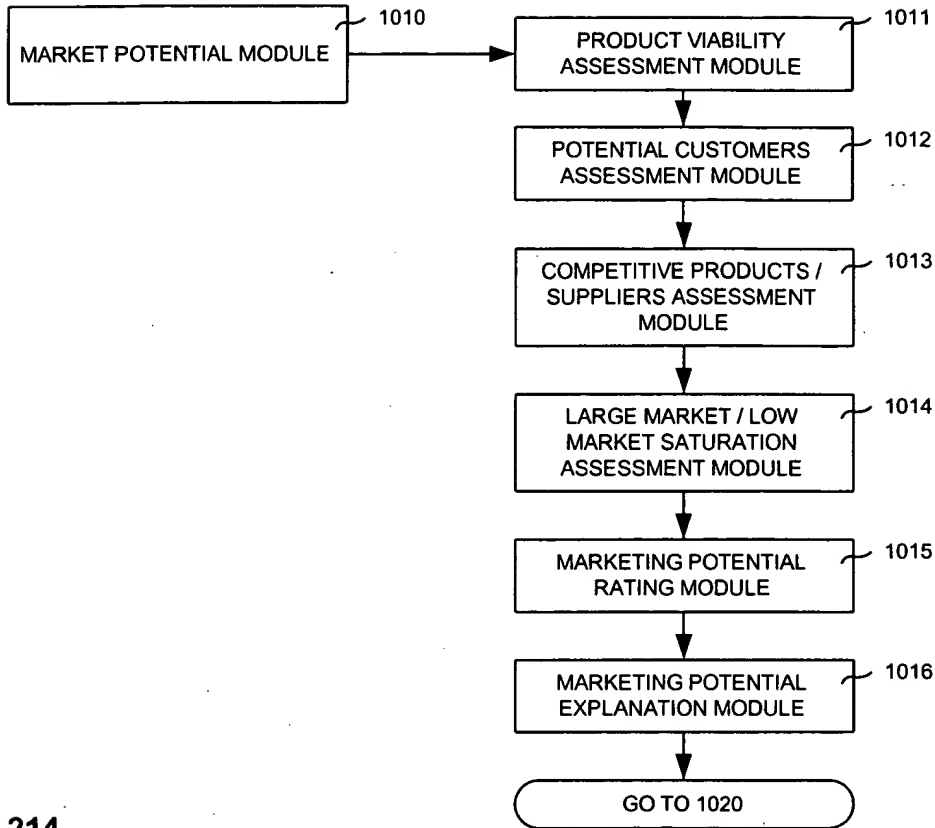


FIG. 213



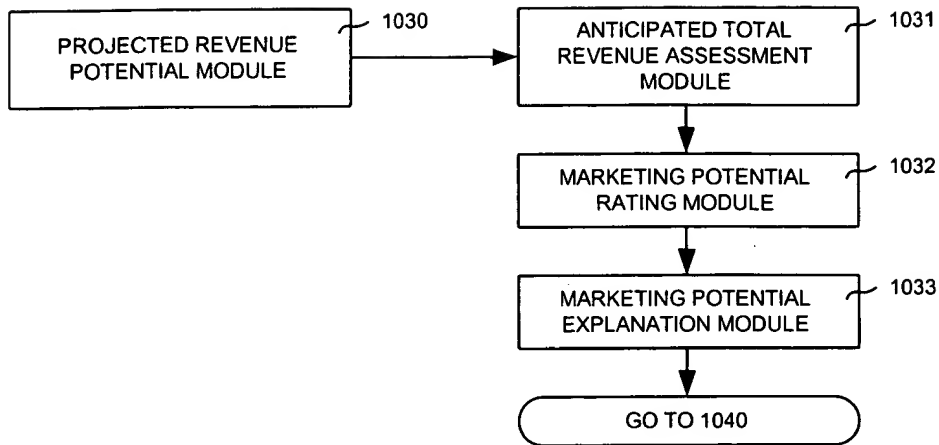


FIG. 216

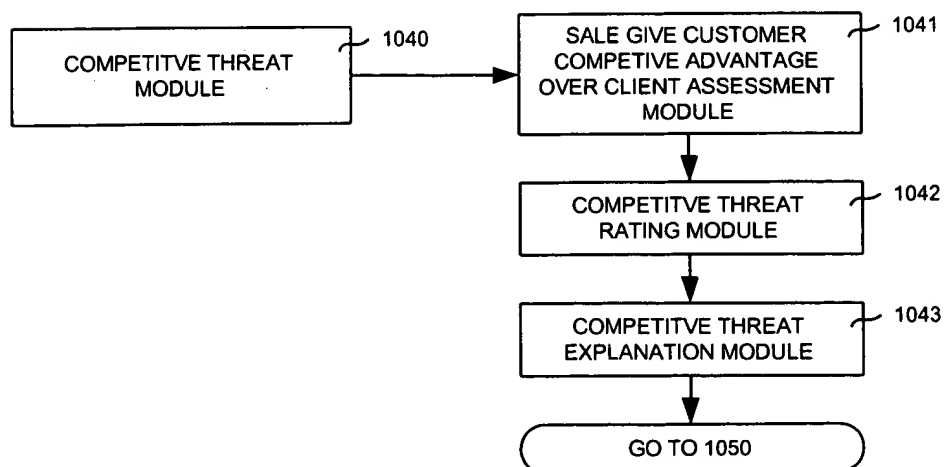


FIG. 217

09750001.050201

102050 1005160

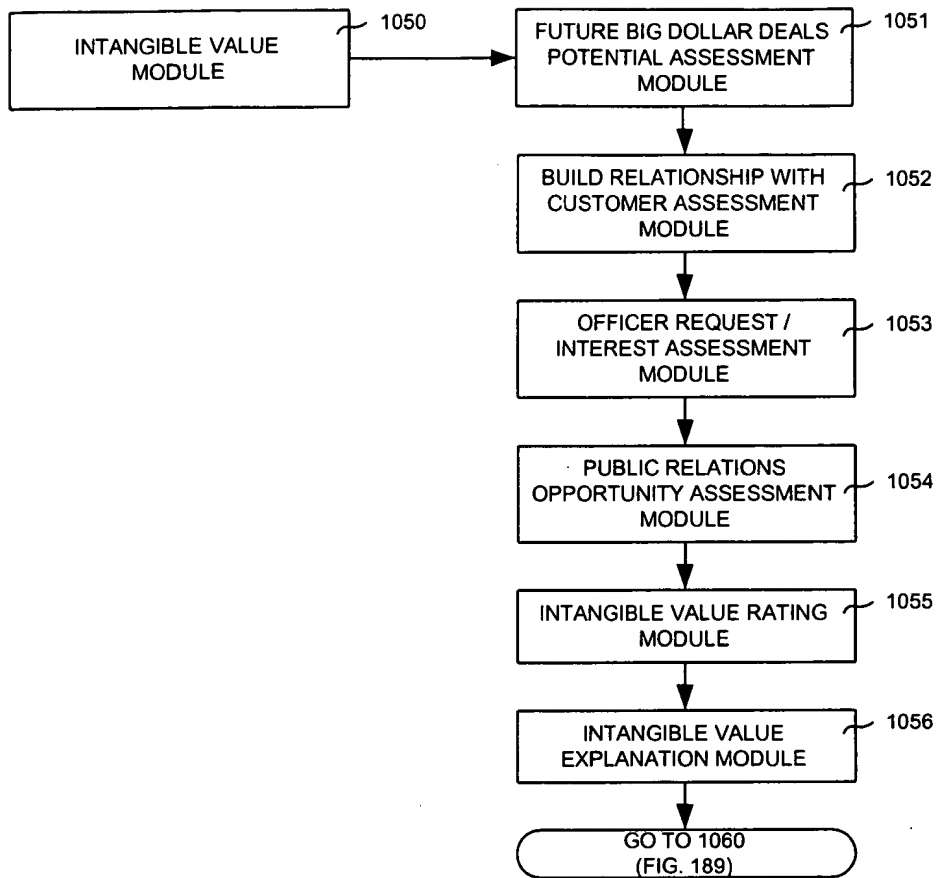


FIG. 218

INTELLECTUAL PROPERTY AWARDS PROGRAM

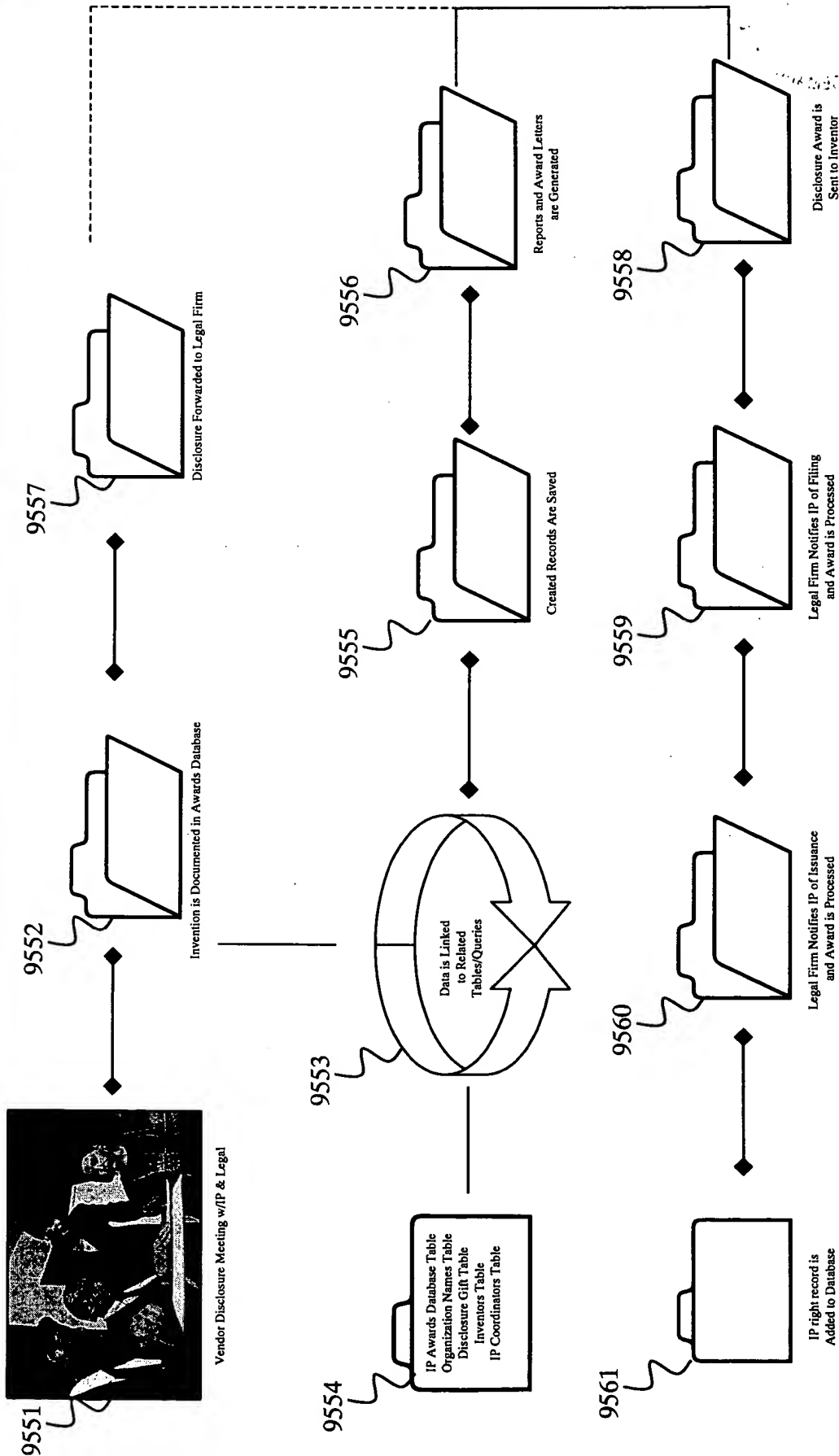


FIG. 219

>>> Company Intellectual Property>> >> 10 Step Checklist

✓Patents

- ☐ Work produced by Company employees or with Company resources has been assessed for patentability if, at least one of the following occurred:
 - ⇒ Development of a new product, feature, process or software that seems unique
 - ⇒ Improvements to existing technology, product, process, or software
 - ⇒ Results that cut costs and/or improve efficiency
 - ⇒ Creation of a new business method

It is critical that employees bring their inventions to the attention of the Director of Technology (404) xxx-xxxx or the Technology Asset Manager (404) xxx-xxxx as soon as possible, and especially before any public disclosure of the invention!

✓Trademarks

- ☐ The Company mark and subbrands have been used in accordance with the company's graphics standards to ensure that the significant value of the mark is not diluted.
- ☐ All subbrands have been cleared by the Director of Trademarks.
- ☐ All third party (such as agents, distributors, co-brand parties, and sponsored parties) use of Company's trademarks have been authorized in writing using language approved by Company Intellectual Property Marketing Corp.

Any questions regarding Graphics and Sponsorships should be brought to the attention of the Director of Corporate Identity (404) xxx-xxxx and other Trademark questions should be directed to the Director of Trademarks (404) xxx-xxxx.

✓Copyrights

- ☐ Every Company work product created by an employee or by a vendor under a "work made for hire" contract have been properly marked with a copyright notice.

It is not necessary to register the copyright in order to place the copyright notice on the work.

Any questions regarding Copyrights should be brought to the attention of the Director of Administration (404) xxx-xxxx.

✓Proprietary Information

- ☐ All proprietary information has been physically marked by its originator at the bottom center margin using the approved markings.
- ☐ All proprietary information has been securely stored and properly disposed.
- ☐ An NDA or IEA has been executed due to the necessity of sharing Company proprietary information in order to discuss or negotiate a potential business relationship, and:
 - ⇒ only the minimum amount of proprietary information necessary to facilitate our business purposes has been shared or received; and
 - ⇒ any necessary patent applications have been filed prior to such disclosures.

Any questions regarding proprietary information should be brought to the attention of the Director of Administration (404) xxx-xxxx.

✓Ownership

- ☐ Before any development work to be done by an outside vendor (such as software, training courses or advertising) is begun, a specific written contract has been executed ensuring that Company will be the owner of the intellectual property rights in the developed technology, or work of authorship. (see Executive Directive 12).

Any questions regarding Ownership should be brought to the attention of the Vice President of Company Intellectual Property Management Corporation (404) xxx-xxxx.

✓Marketing

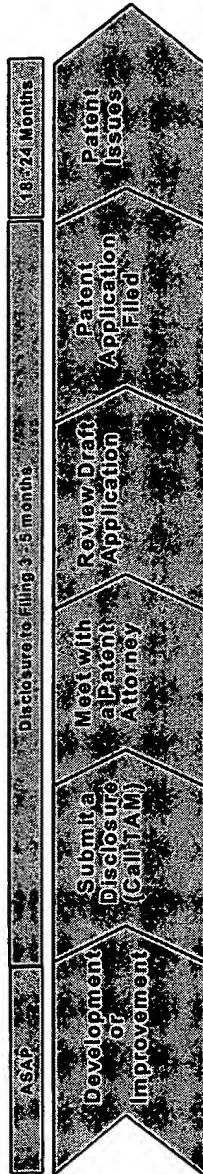
Company's policy is to maximize the value from its intellectual property.

- ☐ Opportunities to outmarket Company technology, software, systems, processes or other intellectual property to another company have been identified.

Any marketing opportunities should be brought to the attention of the Vice President of Company Intellectual Property Marketing Corporation (404) xxx-xxxx.

Patent Process Life Cycle

Patent Timeline:



- Task :**
- Developments or Improvements created by company employees or with company resources should be brought to IP Protection's attention
 - Review for technical merit
 - Initial marketing potential analyzed
 - Administrative procedures addressed
 - Disclose:
 - State of Industry
 - Problem Solved
 - Sufficient detail such that someone of your expertise could replicate the invention
 - Outside attorney will prepare at least 1 draft application
 - Inventor reviews draft & provides comments

- Time Frame:**
- We have 1 year from the time an invention is publicly used or disclosed in which to seek US patent protection
 - 2-8 weeks for disclosure preparation for Outside Attorney
 - Mtg: 1.5 - 2 hrs
 - Mtg scheduled 1-2 wks in advance
 - Outside attorneys are flown in for mtg
 - Attorney Prep: 6-8 weeks
 - Inventor given 2 weeks to review & return to IP Protection
 - 4 Weeks to receive official filing notice from the US Patent Office
 - 12-18 months

Innovation Award:

Achievement Award:

- Receive a Disclosure Gift
- Each Inventor receives \$1000
- Each Inventor receives \$2000
- If this is an inventor's 5th company patent, he/she will receive an additional \$2500
- 10th Issued Company Patent: Additional \$5000
- >14th Issued Company Patent: Nominated for General Award

FIG. 221

December 2000





Innovations

What's Patentable?

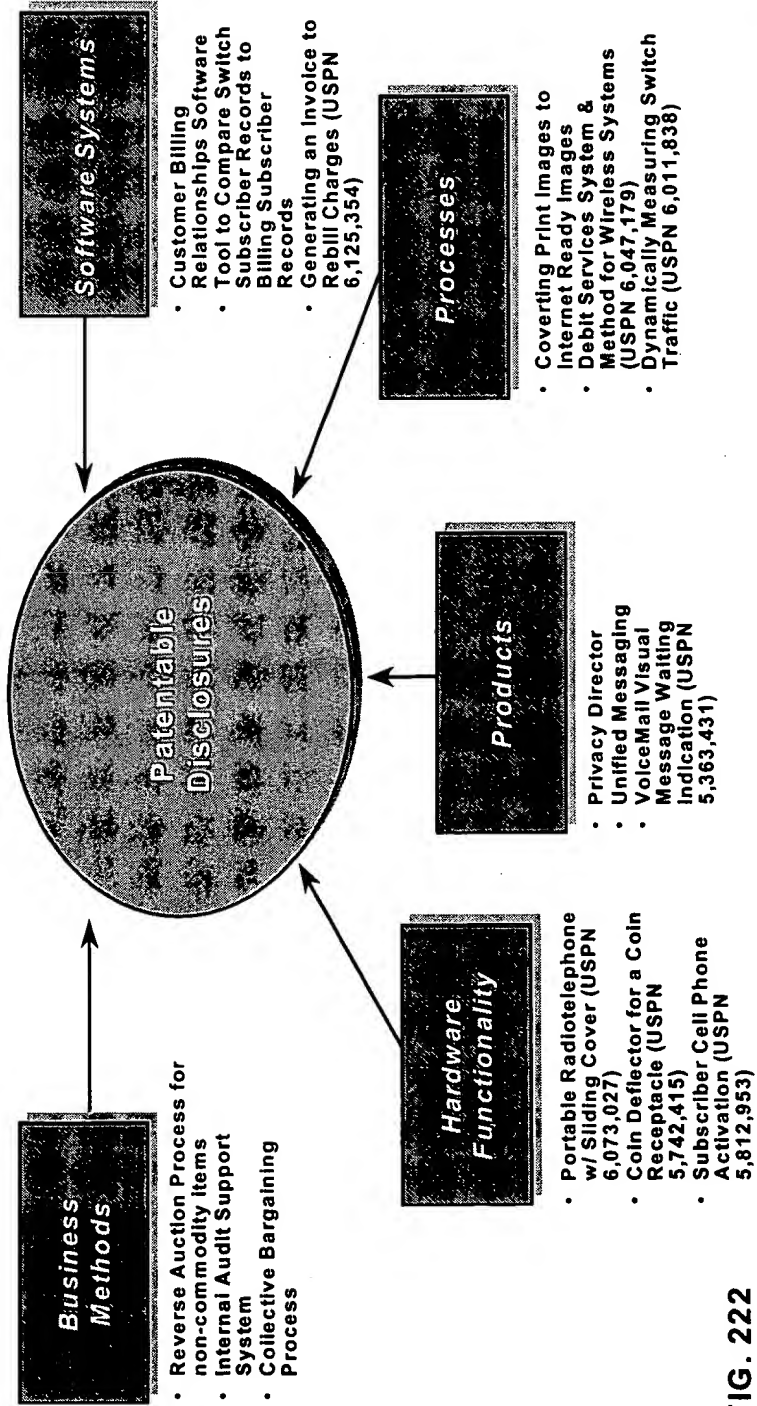


FIG. 222

Internal Auditor

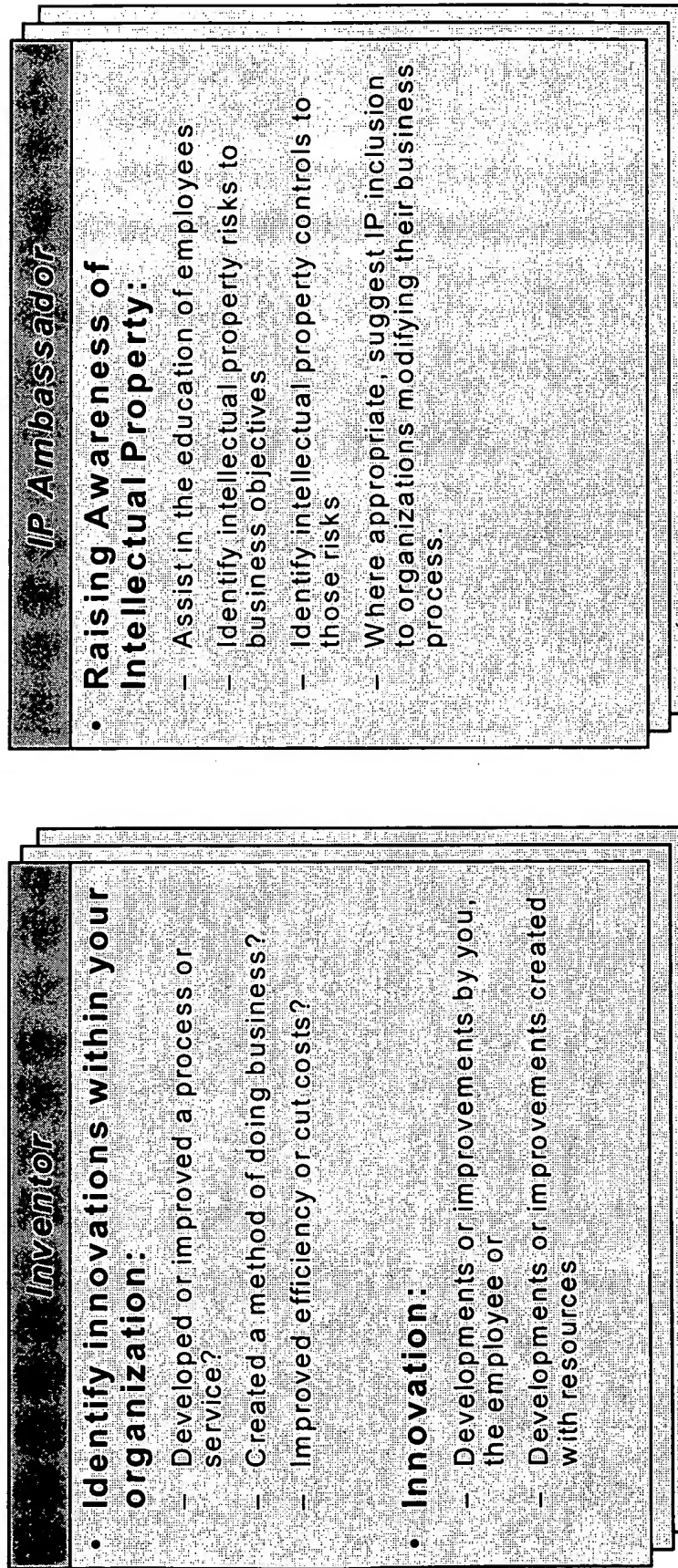


FIG. 223



Internal Audit & the Checklist

Sample Business Process

Business Objectives

Transition Product to Final Testing

Integrate Product/Current Service Offerings

Product to Market by Goal

Produce Savings

Decrease employee turnover rate

Potential Risks

• Delay in contract negotiations

• Vendor's architecture incompatible
• Contract Disputes

• Project delayed by missed deadlines
• Unable to market product as intended due to Trademark Issues

• Increased development al costs
• Product released to <50% of Market in 2001
• Costly Overhead

• Employee Incentive Programs too costly
• Access to Senior Mgt too bureaucratic
• Limited Budget for Salary Increases

Controls

• Seek Patent Protection early
• Ensure proprietary Info properly marked

• Ensure Ownership
• Seek Patent Protection
• Ensure Proprietary Markings

• Contact Trademark & Corporate Identity Directors early in Process

• Identify outmarket opportunities

• Encourage innovation through the Innovation Awards Program

FIG. 224

As an internal auditor, you can help educate the organization on the importance of intellectual property.

INTELLECTUAL PROPERTY ACTIVITIES — HIGH LEVEL OVERVIEW TO IP PROTECTION ACTIVITIES

90% of All Revenues Are Credited towards the Entity That Owns the IP Asset

Product licensing is a simple process:

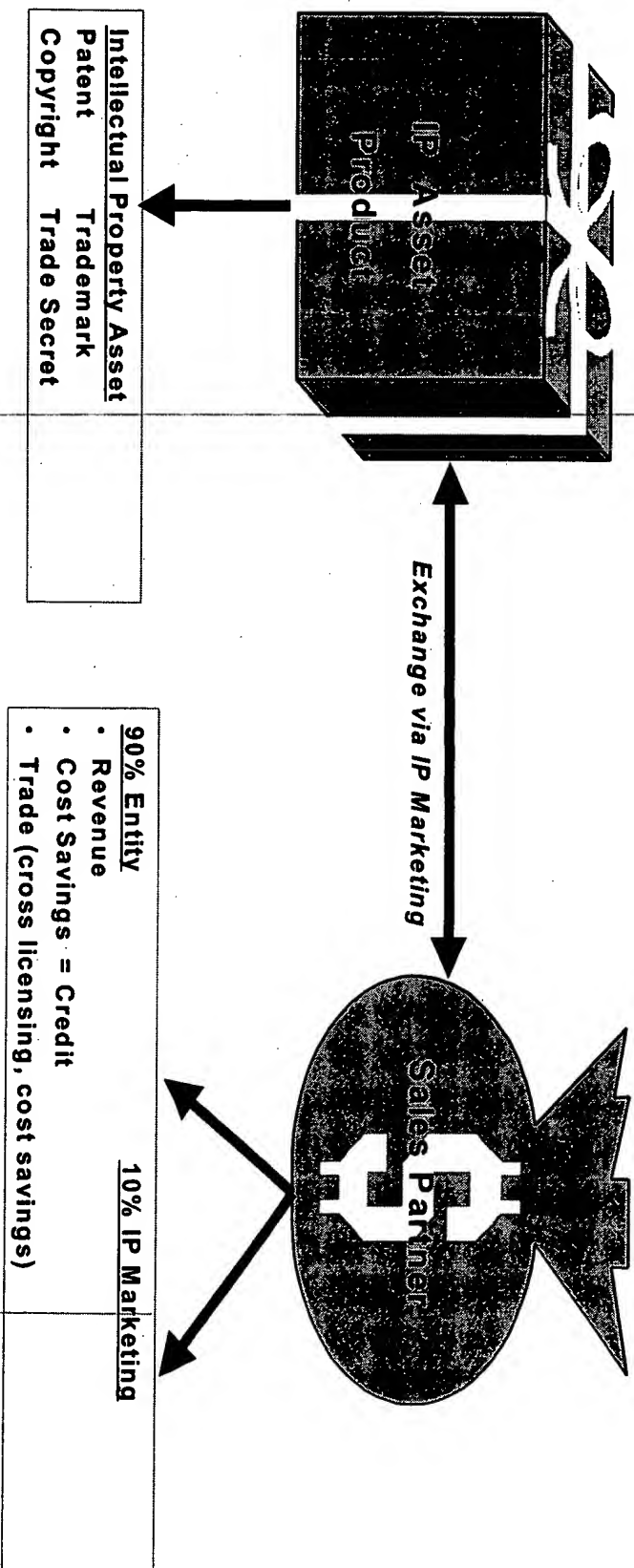


FIG. 225

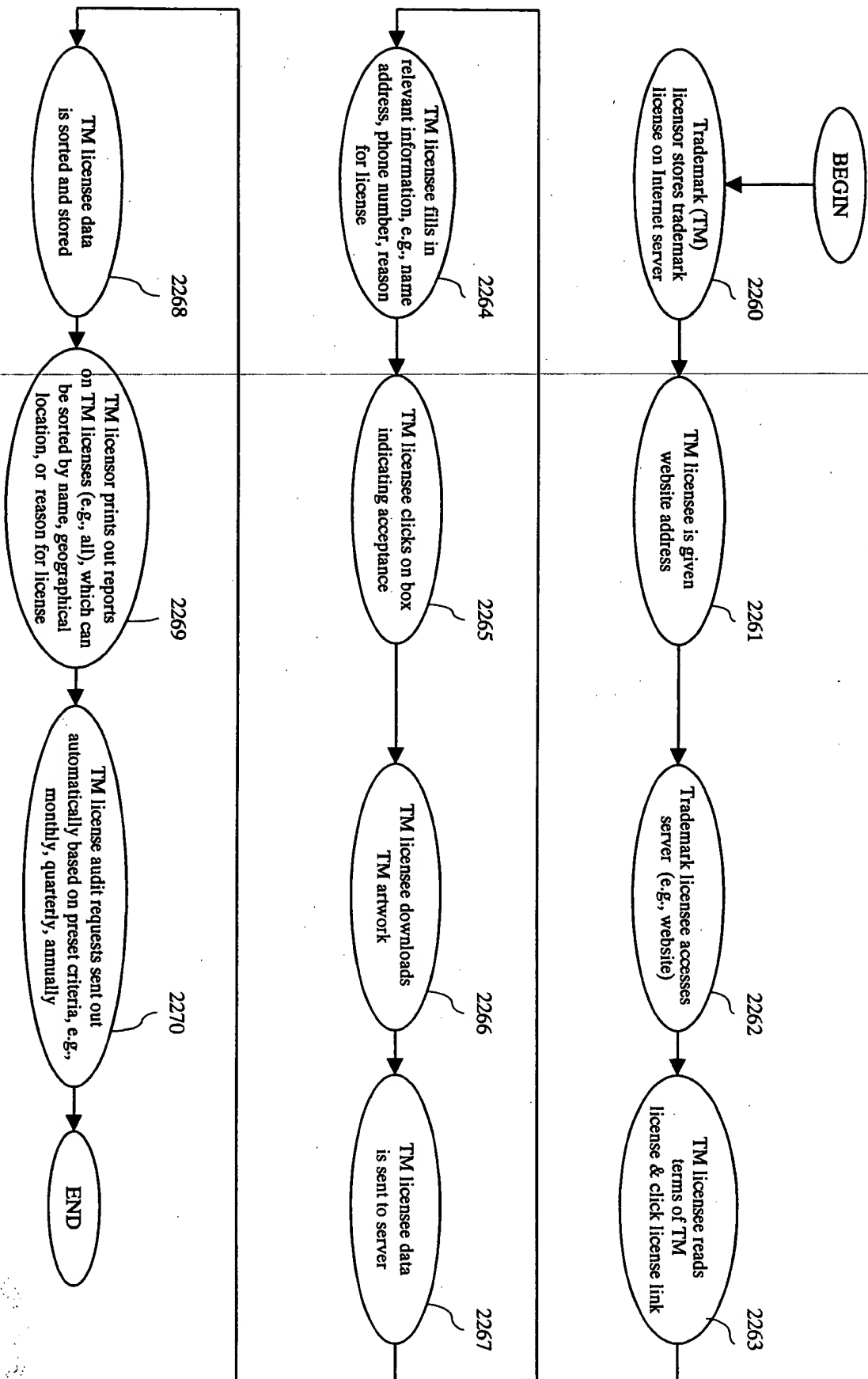


FIG. 226